BROADCASTING
and
Broadcast Advertising

Vol. 21 No. 10 WASHINGTON, D. C., SEPTEMBER 8, 1941 $5.00 A YEAR—15c A COPY

Crisis in Materials Threat to Broadcasters

Low Priority Status Brings Shortages; Defense Board to Conduct Study

THE SECOND anniversary of Europe's war finds America's broadcasting industry practically on a war footing, with certain dislocations in prospect unless corrective steps are taken.

Even though the "business as usual" concept was tossed overboard months ago, recent developments confront the industry with uncertainties in nearly all phases of its operations. The most critical outlook, however, is maintenance of physical plant and equipment, with manufacturers openly predicting that many stations may be forced off the air unless parts, tubes and replacements for transmitters are made available by way of preference ratings for broadcasting.

Economic Angles

Broadcasters, of course, are concerned about the economic outlook, but so far their business has been relatively good. Yet they likewise are facing an increasingly vexatious problem growing out of steadily mounting requirements of Government defense agencies for time, which have not yet reached the critical stage. These will be taken in their stride, though saner heads already are devising plans for replacement business, particularly in the local fields, if any substantial shift of national business develops because of the war tempo.

A transmitter and tube bottleneck of appalling proportions already has developed as a result of the low priorities rating given the radio industry and the drift of trained personnel and plant facilities to other defense pursuits. Even today many types of power tubes cannot be delivered, and shortages from microphones to transmitter are in immediate prospect. The 1942 outlook may be for something less than a rationing of replacements and parts for transmitters, unless the Government takes steps to break the priorities log-jam and definitely pegs broadcasting as an essential defense pursuit.

A telegraph survey made last Thursday by BROADCASTING—its second within six months—disclosed that major equipment manufacturers are alarmed over the outlook. Inventories have all but vanished except for lower power transmitters and tubes. With no raw materials or even acceptable substitutes being allocated except for purely defense operations, equipment production schedules are drying up.

A preliminary step toward alleviation of the equipment bottleneck was taken last Thursday by the Defense Communications Board, after it had been apprised of the seriousness of the situation. It authorized appointment of a Priorities Liaison Committee, to be known as Committee No. XIII, personnel for which will be drawn from nine other industry committees functioning under DCB in purely advisory capacities.

It will be at least two weeks before this committee can be organized and functions assigned to it. DCB itself began functioning just a year ago, and already has prepared elaborate plans for the broadcasting industry's participation in any "military emergency"—confirming its status as a vital industry.

Defense Requirements

Responding to BROADCASTING'S inquiry about the production outlook, I. R. Baker, chief of transmitter equipment sales for RCA Mfg. Co., reported that in view of the increasing requirements of radio communications equipment under the defense program, RCA is reaching the point where facilities are being used to maximum capacity for defense work.

"Therefore," he reported, "we are unable to take care of replacement and renewal parts and tubes for broadcast stations. In addition to this, the lack of preference ratings for other than defense work has made it impossible to obtain critical materials. Under such conditions, it is apparent that many stations will be forced off the air unless a nominal inventory of critical material is allocated to manufacturers of radio communication equipment. We have undertaken a program of substitute materials, but in many cases the latter materials have been placed on the critical lists and hence are no longer available under existing procedures."

A. J. Eaves, general communications manager of Graybar Electric Co., distributor for Western Electric, said his company's stock of broadcasting equipment is "critically low".

"Completion of production of additional apparatus is dependent upon the availability of certain restricted raw materials. We are hopeful that priorities can be secured to enable us to continue production to meet our customers' requirements," he said.

G. W. Henyan, sales manager of General Electric Co., reported telegraphically that his company currently is in a position to make fairly prompt shipment of FM broadcast transmitters of standard ratings through 10 kw. and of most types of transmitting tubes.

"Auxiliaries, such as antennas, transmission lines, STL relay units, power generating equipment and higher power transmitters," he reported, "will probably require priority." Mr. Henyan added that GE has the plant facilities to manufacture FM commercial requirements, as they constitute a very small part of their total, but he added that his company will "probably need fairly high priority to secure necessary critical materials to meet 1942 requirements."

Priority Problems

P. S. Gates, president of Gates American Corp., Quincy, Ill., reported that the position regarding delivery of raw materials "appears to be growing worse unless blanket priority for radio broadcasting as a national defense mandatory medium is recognized by OPM." He said the recent steel priority could easily create a "critical condition in broadcast maintenance and replacements".

Reporting that his present delivery condition is still good because of foresightedness of his purchasing department, Mr. Gates added that the replacement of diminishing stock does not equal the outflow "which cannot help but catch up with us and all manufacturers of broadcast equipment until a fair priority is placed on broadcast equipment, which, in our

Networks Prepare for Hearing As FCC Order Lifts Tension

Participants Delay the Filing of Appearances As Time for Sept. 12 Oral Argument Nears

RELIEVED of the immediate need of revising contracts with affiliates because of indefinite postponement of the chain-monopoly rules, the major networks are whipping into final shape their plans to present oral arguments Friday before the FCC sitting en banc.

While there was some thought that the Sept. 12 oral argument date might be postponed, there was no indication from the three major participants — NBC, CBS and MBS—that they would seek an adjournment of the oral arguments. Last weekend not a single appearance had been filed for the oral arguments, but it was pointed out that the Commission's public notice did not require their submission until Sept. 10, with briefs to be filed on or before arguments occur Sept. 12.

Tension that had been apparrent throughout the industry since the FCC announced its proposed punitive rules last May, immediately was relieved with the action Aug. 28 indefinitely postponing the regulations and calling for the oral arguments. This developed after the collapse of conversations between network officials and FCC Chairman James Lawrence Fly [BROADCASTING, Sept. 1].

As BROADCASTING went to press, no hearing room had been designated for the arguments, to begin at 10 a.m. Friday, unless there is a sudden postponement.

Meanwhile, the acting general counsel, Thomas E. Harris, had called a conference of attorneys representing the major networks for Sept. 10, presumably to discuss in detail any plans that NBC, CBS or MBS may have in connection with a court test of the FCC's jurisdiction to issue regulations relating to contractual relations be-

(*Continued on page 50*)

opinion, is as important a defense medium as any phase of our vast defense policy.

"After all, what is more important than citizen morale which largely will be controlled by broadcasting during this emergency," Mr. Gates observed. "Recent FCC regulations place all broadcasting stations on an emergency basis upon demand. This alone is Government recognition of broadcasting's importance in national defense and certainly a just reason for a high priority for broadcast equipment."

Substitute Items

E. T. Morris, general sales manager of Westinghouse Radio Division, reported that the allocation of strategic materials to defense production "has reduced the availability of certain items and entirely shut off other basic materials normally required for production of broadcast apparatus".

He added that although this condition is now more serious than it was six months ago and as a consequence is delaying production, Westinghouse nevertheless is continuing to quote broadcast transmitters and accessory antenna items. Production is being accomplished by use of substitute materials for unavailable controlled items, he said, but deliveries are not current because even these materials are delayed in reaching the plant.

"The granting of priorities for limited quantities of supplies now unobtainable would permit more efficient use of the restricted engineering and production facilities we can still make available for the manufacture of essential broadcast equipment," Mr. Morris said. "We are not producing either speech input equipment or microphones at this time."

Charles M. Srebroff, president of Radio Engineering Laboratories Inc., specializing in FM equipment, reported that a serious situation exists because importance has not been attached to radio communication for home defense use. REL, he pointed out, for the last four years has been developing FM equipment for all services and is producing approximately 30% for national defense. The balance is for such vital services as police, fire, emergency and broadcast stations.

Contending that broadcast FM service "may be the only practical means of disseminating news in case of war," Mr. Srebroff said that for the last six months he has found it increasingly difficult to secure raw materials and parts because of low priority ratings given to these services. He stated:

"I estimate that within a short time it will be impossible to promise any definite delivery dates. Furthermore, it may become necessary to refuse orders. In my opinion, the radio industry should take prompt action to see that an understanding of radio's vital service is presented to the proper authorities in order that the manufacture, repair and maintenance of essential equipment for use by broadcasters, public utility, police, fire and emergency services will not be deterred."

Tube Crisis

Aside from these quotable observations, several manufacturers admitted they either are not now or soon will not be in a position to supply power tubes in the 5 to 50 kw. classes, due to lack of materials, as well as a serious shortage of skilled labor. Glass blowers, for example, are tied up largely on Government work, as is the bulk of machinery used for this production.

The average life of a power tube, the heart of the broadcast transmitter operation, is from 6,000 to 8,000 hours. A fulltime station normally operates 6,500 hours a year. In the current rush of tube manufacture, the average life has dropped due to lack of production time as well as materials. Thus more tubes must be produced to do less work—a striking example of diminishing return.

Spare parts, antenna steel, transformers, condensers, resistors and meters—all are affected. Microphones are just about off the production line in several plants, because there is no nickel steel available, practically the entire supply being used for armor plate. Manufacturers are thinking about redesigning microphones, returning to principles of a decade back.

Moreover, it was pointed out, demand for all transmitting parts has increased by virtue of the FCC's policy, motivated by defense requirements, of granting improved facilities and higher powers to extend maximum coverage during the emergency. New stations likewise are being licensed at a swift pace.

How effective the new Priorities Liaison Committee of DCB will be, is speculative. It marks an innovation in defense procedure. After its membership of nine is drawn from the nine industry subcommittees of DCB [see 1942 BROADCASTING Yearbook], the unit will select its own chairman.

Like other DCB subordinate units, the new committee will be limited in its scope to studies for DCB itself and will function through the main coordinating committee headed by Lieut. E. K. Jett, FCC chief engineer, a strong advocate of prompt remedial action. When organized about a fortnight hence, the new committee probably will be asked to plan, study and report on particular situations involving priorities so that OPM and the new SPAB—super defense steering agency headed by Vice-President Wallace—can be advised through OCB of minimum requirements.

Preference Ratings

Membership of the committee is being drawn, one each, from the following DCB subcommittees: Domestic broadcasting, international broadcasting, amateur, aviation, cable, radio communication, state and municipal facilities, telegraph and telephone. Excluded will be the three purely government subcommittees.

Through the individual members representing industrial groups, the Priorities Committee would be enabled to advise DCB of manufacturers' requirements and of replacement needs. The immediate effort, of course, will be to secure preference ratings in emergent situations, such as broadcasting, and to insure so far as possible that adequate materials will be given essential defense activities.

In an announcement last Friday DCB said it has already planned for utilization of existing communication facilities in the coordinated interest of military, industry, and civilian activities. The need of materials for extension, interconnections, and alternate circuits constitutes an important related problem, it added.

"The board has been greatly concerned about the availability of such equipment. While it is gratified to know that a priority status has been assigned to repair and maintenance materials, it feels that it is equally, and in many cases more, important to provide a high order of priority for new materials and equipment. This is particularly true of new and supplementary facilities directly or indirectly related to national defense expansion."

OPERATION PROBLEMS and business aspects as well as plans for new sponsored shows starting in fall were among topics discussed by NBC-Pacific Blue station executives meeting with those of the network in Hollywood Aug. 28-29. Pictured are (l to r, standing) Harold Bock, NBC Western division publicity director; John Swallow, the network's West Coast program director; Clyde Scott, sales manager of KECA, Los Angeles; Louis Wasmer, president, KGA, Spokane; Birt Fisher, manager, KJR, Seattle; Lew Frost, executive assistant to Don E. Gilman, NBC Western division vice-president; Tracy Moore, Pacific Blue network sales manager; Howard Lane, manager, McClatchy Network, Sacramento, Cal.; Arden Pangborn, manager, KEX, Portland; Robert McAndrews, NBC West Coast sales promotion manager. (Seated, l to r), Charles Storke, manager, KTMS, Santa Barbara, Cal.; Tom Sharp, president, KFSD, San Diego, Cal.; Mr. Gilman; Harrison Holliway, manager, KECA; Keith Kiggins, NBC Blue network sales manager; Al Nelson, manager, KGO, San Francisco. A busy autumn season was indicated by the executives.

Secret's Out

KEITH KIGGINS, sales manager of NBC-Blue Network, made a guest appearance on *Behind the Mike*, Blue sustaining program, last Sunday, to explain how network time is sold to clients.

More for Marlin

MARLIN FIREARMS Co., New Haven (Marlin razor blades), during the month of September is adding eight stations to its schedule of participations and live and transcribed announcements making a total of 50 stations now being used. Contracts run for 13 weeks. Additions include: WJZ KNX WBZ WTIC WEEI WCAR WOW KIRO. Agency is Craven & Hedrick, New York.

Pall Mall on 47

AMERICAN CIGAR & CIGARETTE Co., New York (Pall Mall cigaretes), has recently added 2[illegible] stations to its schedule of transcribed "modern design" announcements making a total of 47 stations now being used in 13 cities. Ruthrauff & Ryan, New York, handles the account.

Refining Series

NATIONAL REFINING Co., Cleveland (White Rose gas, Arco motor oils), since mid-August has added a total of 40 stations to its spot schedule. Announcements are transcribed. Contracts run 8 to 10 weeks. Sherman K. Ellis Co., New York, handles the account.

Radio Levy Up to Tax Bill Conferees

Effect of New Impost On Leased Wires Considered

WITH THE Senate-House conference committee the sole hurdle remaining before final deletion of the controverted 5-15% Federal tax on radio's net time sales in the 1941 Revenue Act, the prospect of a franchise tax on radio and communications facilities continues a major topic in radio regulatory circles.

Just when studies of the franchise tax proposition, presumably on a "cost of regulation" basis, may actually get rolling is problematical. It is not thought Congress is disposed to take up recommendations during the present session.

Although the Senate last Wednesday accepted the Senate Finance Committee recommendation that the discriminatory radio and billboard tax provisions be stricken from the Senate's version of the Revenue Act, other developments emphasized that the radio industry's tax troubles are far from over.

Leased Wire Tax

The Senate version of the tax bill contained one section of interest to broadcasters—a new 10% tax on the amount paid for leased wire, teletypewriter, or talking circuit special service—on which conflicting interpretations were given to BROADCASTING by Treasury, Joint Committee, FCC and Internal Revenue officials. The concensus was that long-line facilities were exempt from the tax, "so long as the facilities are necessary to the operation of the business" of a common carrier, telephone or telegraph company, or a radio broadcasting station or network. This exemption is specifically provided in the bill, although some observers interpreted the provision to mean exemption only for such facilities as monitoring or cue lines, with broadcast lines subject to the tax. With stations and networks paying an estimated $8,000,000 annually for wireline facilities, the 10% tax would add an appreciable item of operating expense.

Demonstrating his intention to follow through on his suggestion to the Senate committee for a "cost of regulation" tax of some kind on radio and communications facilities, FCC Chairman James Lawrence Fly at his press conference last Tuesday indicated he may call industry representatives to participate in an informal roundtable discussion of the franchise tax proposition. He did not say when this meeting might be held, but indicated there was "no rush".

Rumors that the special two-man Senate subcommittee appointed by Finance Committee Chairman George (D-Ga.)—Senators Danaher (R-Conn.) and Brown (D-Mich.)—was considering definite franchise tax plans were denied last Wednesday by Senator Danaher, who explained to BROADCASTING that he had no knowledge of such reports and that certainly no satisfactory franchise tax scheme could be evolved immediately.

At the moment the franchise tax idea has been shunted aside in Congress, pending final action on the Revenue Bill. Members of the Senate Finance Committee, as well as the House Ways & Means Committee, have indicated interest in the proposition but seem to be content to turn the matter over to Treasury Department officials and the Joint Committee on Internal Revenue for study.

Inclusion of a franchise tax proposal in subsequent tax legislation is possible, Chairman George indicated, but whether it will be made a part of the coming bill effecting administrative changes in the Revenue Code is uncertain. Because of the intensive work on the 1941 Revenue Act, it is not expected to appear in Congress before October or possibly November.

House Approval Seen

Treasury officials have indicated they probably will work with the FCC on the franchise tax plan, if and when they undertake to prepare one. It is known that Treasury and Joint Committee representatives worked closely with the FCC accounting department in developing statistics for the proposed time sales tax, and presumably FCC figures would form the basis for most of the franchise tax computations.

As BROADCASTING went to press Friday, a Senate vote within a few days on the Revenue Act, minus the radio tax provision, was considered likely. If this schedule held, it was thought the measure would go to conference early the week of Sept. 8 and that final action by both houses on the conference reports would be completed by this week.

In view of the direct Senate action, it became increasingly probable that House conferees would agree to the Senate action in deleting the radio and billboard tax and would not press for their inclusion in the general tax measure. The prospect of a future levy on broadcasters and communications companies was regarded as a mollifying influence on the proponents of the radio tax in the House.

At his Tuesday press conference Chairman Fly declared the FCC had no plans for a franchise tax in concrete form, adding that he thought something like a cost-of-regulation levy will be worked out. He said he did not anticipate any great difficulty in arriving at a formula satisfactory to the industry, but admitted it would take some study. Although a franchise tax would apply to telephone, telegraph, radio communications and broadcasting, it would not be comparable to the proposed tax in the revenue bill, he claimed.

Senate Committee Report

In its report on the bill as it was brought to the Senate floor, the Senate Finance Committee, announcing its recommendation for deleting the radio tax, commented:

"The reasons in consideration of which the Ways & Means Committee recommended and the House adopted the tax on broadcasting stations and networks are recognized as having considerable force, but it is believed that the peculiar characteristics of this possible source of revenue require careful study before either the proper basis or rate of tax can be satisfactorily determined. It is the opinion of the committee also that the tax imposed by the House bill would operate with some unjustified discrimination against this particular form of advertising."

ARCHITECT'S scale model of the much-heralded NBC building in San Francisco showing the building costing over a million dollars which will house studios and technical equipment for KGO and KPO. Five stories high, it is constructed of reinforced concrete, trimmed with bands of translucent glass brick. There are no windows, the structure being air conditioned throughout. The building will provide 52,800 square feet of floor space, more than double the present quarters.

English Continue Their Advertising

Protecting Brand Names and Good-Will, Says Fergusson

PRACTICALLY all clients of Lord & Thomas Ltd., London, are advertising not to sell their goods now but to preserve the good-will of their brand names, according to W. B. B. Fergusson, managing director, in a letter to the agency's New York office.

However, Mr. Fergusson states, there is a much more important reason why advertising should continue. Advertising, he contends, is a symbol of the economic freedom for which Great Britain is fighting.

"It is generally admitted," he says, "that the capitulation of France was largely due to the collapse of French morale. If we no longer believed we had a cause to fight for and lost our determination to fight to the bitter end, then our fate would be that of France—and America might just as well keep for her own use all armaments and other supplies she is so freely sending us. As it is, the nation is unanimous to a degree never before reached in its belief that we are fighting for our lives and the political and economic freedom which makes our lives worth living."

Press Freedom

Turning to the British Government's attitude toward advertising in wartime, Mr. Fergusson believes that British officialdom subscribes to his theory and thinks that newspapers must continue to function throughout the war. But, he points out, if advertising ceased, the newspapers would have to cease, too, or else be subsidized by the Government which would, of course, mean a press entirely subservient to the Government.

"Very wisely," Mr. Fergusson says, "the authorities are permitting advertising to continue in moderation. The money for this may, in many instances, come out of excess profits. Nevertheless, it is making possible for the press to keep in being. In other words, the press is being indirectly subsidized by the Government, but in a manner which does not impair its freedom."

Vick's Big Plans

VICK CHEMICAL Co., New York, on Oct. 5 will inaugurate a new dramatic show on a coast-to-coast NBC-Red Network. Sundays 5:30-6 p.m. (EST). Details as to name of the show, format, stars and number of stations were not available as BROADCASTING went to press. The network show will be in addition to the extensive nationwide spot campaign which Vick is to launch during the last week in September. Company is also sponsoring *News for Women* with Andre Baruch, Monday, Wednesday and Friday 3-3:15 p.m. on 15 CBS stations Morse International, New York, handles the account.

NAB Group to Make Decision As Music Contract is Revised

NBC, ASCAP Accept Ideas; Formula May Serve As Pattern for Industry; Quick Action Seen

ADVISED that its suggestions for revision have been adopted by ASCAP and NBC, the NAB Executive Committee meets in New York, again Monday, Sept. 8, for its its second special session in a fortnight, to decide whether it can recommend acceptance of contracts covering return of ASCAP music to the NBC networks and its M & O stations as a pattern for the entire industry.

At a two-day meeting Aug. 27-28 the seven-man executive committee, headed by NAB President Neville Miller, advanced suggestions of changes in the contract form to provide additional safeguards for broadcasters. Since then, it was reported, the contracts have been redrafted and last Thursday, after two days in New York studying the revisions along with ASCAP and NBC officials, Mr. Miller requested the committee to reconvene the first of this week.

Double Sanction

If the committee agrees that the contracts by agreeing to rebate to NBC 2¾% of the payment they receive from handling network commercial programs and so enable NBC to sign with ASCAP and restore that music to the Red and Blue Networks.

Armed with the double sanction of the NAB and IRNA committees (IRNA having sent letters to NBC affiliates in latter August), NBC then will solicit affiliates which have not already ratified the contract in an effort to get 100% affiliate approval as rapidly as possible. NBC officials last weekend expressed an optimistic view of the situation and stated they expected to obtain unanimous consent of their affiliates without undue delay.

Despite this, there persisted opposition from affiliates and independent stations on the ground that there was no need for great haste and also that the deal is not the best obtainable. Whether this reaction is sufficiently strong to block approval, however, was doubtful.

S. A. Cisler, general manager of WGRC, Louisville, last Tuesday wrote NAB President Miller, IRNA Chairman Samuel R. Rosenbaum, and John Elmer, president of WCBM, Baltimore, and NAB Executive Committee member, protesting NAB's implied approval and urging that the trade association survey its membership "to ascertain the true feeling of the association toward a settlement with ASCAP".

Mr. Cisler said he thought the NAB and IRNA owed apologies to MBS for the remarks made at St. Louis about the MBS-ASCAP deal, declaring that the NAB "had been strangely silent about the demerits of the NBC proposal". He said the NBC deal is only ¼ of 1% better on the blanket basis than MBS' and that it perpetuates the "evils of a percentage deal on both blanket and individual station licenses".

Agencies Seek Speed

No official deadline has been set, but NBC executives are making every effort to get the contracts signed and ASCAP music back on the air by the end of daylight saving time. This date, which marks a resumption of the normal winter broadcasting schedules with practically all major commercial programs back on the air after summer lay-offs or substitutions, would be a good time to have the radio-music problem settled as well.

Not much has been printed about this angle, but it is said to be an open industry secret that advertisers and agencies have for some time been spurring the broadcasters to "hurry up and get the music situation settled, so we can get our programs settled." The sponsors and their agencies take the view that they went along with radio in its battle against a music monopoly, but that now the war is won and over with there should not be any further delay about signing a treaty of peace.

Asked why it has taken until now to get into final shape contracts whose basic terms were agreed on by NBC and ASCAP and ratified by the ASCAP board on Aug. 1, one of those most intimately concerned with the task explained that the essential cause for delay has been the magnitude of the contracts themselves, rather than any major points of issue.

Changes in the original agreement, such as those suggested by the NAB committee, he said, were readily approved by both parties but when it came to altering the language of the contract accordingly, the trouble began.

"In effect we are drafting a contract for the entire industry," he stated, "and not one contract, but several, covering networks and individual stations, covering blanket licenses and per program arrangements, covering commercial programs and sustaining shows. A clause or a word changed in any part of the whole has to be checked through all the other parts to make sure that in closing one hole we have not opened a number of others. It's been a complicated job and complicated jobs take time."

Industry Pattern

Although technically the contracts under discussion have applied only to the NBC networks and M&O stations, the consideration of the deal by the NAB committee and the presence of Mr. Miller at recent conferences between NBC and ASCAP at the latter's invitation lend strong support to the belief that when completed these contracts will be the basis for a resumption of ASCAP music by the entire industry.

Attendance of CBS officials at the NAB executive committee sessions further strengthens this opinion and, while officially there has been no resumption of negotiations between CBS and ASCAP, it was learned that ASCAP has approached CBS with a suggestion that they get together as soon as the NBC contracts are ratified. In going to CBS, ASCAP has eliminated a potential impasse which might have been caused by a mutual reluctance to make the first move and there is a growing belief that affairs may be so arranged that ASCAP music may be returned simultaneously to NBC and CBS.

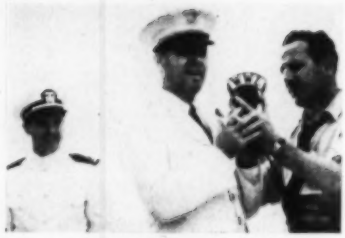
College Catalog

The network contracts with ASCAP, while dependent on the agreement of their affiliates to rebate a percentage of payment for network commercial programs to the networks, are independent of any action the affiliates may take regarding signing individual ASCAP contracts for the use of the society's music on local programs. For that reason it might be expected that the closing of station contracts might string out for some time, since the networks can obviously put no pressure on their affiliates regarding their local broadcasting practices.

The advertisers who are planning to sponsor broadcasts of football games this fall, however, are finding the music situation a major headache. In an attempt to alleviate the situation, BMI has just signed a contract with Allen Collegiate Music for exclusive performance rights to its catalog of college songs, said to be the most complete in the country and comprising more than 90 songs.

Mr. Allen also agreed to supply 25 additional collegiate numbers

(*Continued on page 51*)



NEW ORLEANS was invaded recently and WWL was on hand to cover the proceedings, marked by a mock attack on the shores of Lake Ponchartrain with boats made by Higgins Industries. Lieut. A. Louis Read (left), former WWL commercial manager, watches Gov. Sam H. Jones speak into mike held by Henry Dupre, WWL special events director.

MR. MEINECKE GETS PERSONAL

And the Folks in Lubbock Like It Since He Started Transcribing Own Messages

By CHARLES N. TUNNELL

RADIO SPOT announcements have been used by A. S. Meinecke, manager of Meinecke Bros., a retail hardware firm of Lubbock, Tex. for many months quite successfully. But now Dealer Meinecke has injected a little personal element into his spot announcements that has stepped up sales to a noticeable extent.

Like most small city retailers, Meinecke had depended upon the local station announcers to read off his song and dance about hardware specials, service features, or make other announcements. Any deviation consisted of some transcription furnished by the manufacturer of some appliance or major article of merchandise.

Their Own Discs

"We decided to get in that 'Hello Neighbor' angle," says Meinecke, "so we started making our own transcriptions . . . and now everywhere I go, friends and customers will be asking, 'Say, wasn't that you I heard over the radio the other day?'

"We now have three spots daily for six days a week—9:45 a.m., 3:45 and 6:00 p.m. We open each broadcast with a musical note and this announcement, or one very similar: 'How do you do ladies and gentlemen. This is A. S. Meinecke bringing you another transcription from the showrooms of the Meinecke Bros. Hardware Store.' We then plunge into our new merchandise arrivals, the probability of low stocks in certain lines because of the defense program, or some item that is especially timely—inviting friends and neighbors to visit our attractive store that is more than a hardware store."

Do They Listen?

Once recently to test the response to these little personal chats from the owner of this retail store, this merchant started off with his usual introduction, then started talking about some new items in the store—colorful sea-island grass woven rugs at attractive prices. He then interrupted, "But wait a minute—just to see if women are actually listening to my daily little chats about our new merchandise, I am going to give one of these new rugs absolutely free to the first 10 women who telephone in to say they have heard this program."

Within six minutes, 10 calls had come in for the rugs—within 10 minutes 31 calls had been received—and other listeners called in for fully an hour after the broadcast was over.

In making these transcriptions, Meinecke writes out his script to fit the featured items in stock; then he brushes up the script, reads it aloud until he has what he wants, and makes the recording. By giving just a little more of his personal time to his radio advertising and by putting a little personal touch to the broadcasts, he has realized greater returns.

How to Tell Farmers in Oklahoma

• Farmers in Oklahoma, as elsewhere, are normal everyday people. In their dress-up clothes you probably couldn't tell them from urbanites.

But, because farmers as a group make up the largest single segment of WKY's audience, they are entitled to, and GET, special attention and service in this station's program structure. For two decades, in fact, WKY has been the station to which farmers throughout Oklahoma have become accustomed to look for programs and services serving their special interests. To this add the fact that WKY carried 15 out of a possible 16 daytime programs ranking topmost with rural listeners in the recent C. A. B. urban-rural study, and 13 out of a possible 18 top-ranking night programs.

Reasons enough why WKY is the 3-to-1 choice of rural listeners! Reasons enough why WKY is the most effective means of telling and selling farmers in Oklahoma!

TELL 'EM AND SELL 'EM OVER WKY **OKLAHOMA CITY**

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES ✱ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ✱ KLZ, DENVER *(Affiliated Management)* ✱ REPRESENTED BY THE KATZ AGENCY, INC.

Atlantic Football Covers 83 Stations

Professional, College And High School Games Listed

ATLANTIC REFINING Co., which again will sponsor a comprehensive series of football broadcasts this season despite Federal restrictions on gas and oil consumption in most of its distribution territory [BROADCASTING, Aug. 11], has announced its complete 1941 schedule through its agency, N. W. Ayer & Son.

Six stations have been added to the originally announced total, bringing to 83 the number of stations carrying the 144 collegiate, the 22 pro and the various high school games for which Atlantic has contracted. Games of 27 colleges, including for the first time Princeton, have been signed, along with all games of the professional Philadelphia Eagles (on WFIL) and the Pittsburgh Steelers (on WWSW).

The high school schedule includes all games of the Hazleton, Williamsport and Wilkes-Barre (Pa.), and Watertown (N. Y.) high schools, which will be carried over WAZL, WRAK, WBRE and WWNY, respectively. Five Allentown high school games will be broadcast on WSAN.

The College Schedule

The collegiate schedule and stations to carry the games follows [asterisks indicate night games]:

SEPT. 26

Syracuse vs. Temple, WAGE.
Temple vs. Kansas, WIP.

SEPT. 27

Tulane vs. Boston College, WOR WEEI WDRC WMAS WORC
Brown vs. Wesleyan, WPRO
Lehigh vs. Dickinson, WKBO
Delaware vs. Juniata, WDEL
Muhlenberg vs. Albright, WSAN WEEU
Franklin & Marshall vs. Providence, WGAL
Virginia vs. Lafayette, WEST
Carnegie Tech vs. Westminster, WWSW
Ohio State vs. Missouri, WTAM WBNS
Mississippi State vs. Florida, WJAX WDBO
Duke vs. Wake Forest, WPTF WBIG WBT WDNC

OCT. 3

*Temple vs. V. M. I., WIP
*Delaware vs. P. M. C., WDEL
*Albright vs Carnegie, WRAW WWSW

OCT. 10

*Temple vs. Georgetown, WIP
*Florida vs. Villanova, WJAX WDBO
*Albright vs. West Chester Tea., WRAW

OCT. 11

Yale vs. Pennsylvania, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYE WSPR WATR WTAG WAGE WCAU WFPG WHP WGBI WFBG
Holy Cross vs. Syracuse, WORC WFBL WNBF WGR WIBX WHEC WDRC WLAW WENY WMAS
Boston College vs. Clemson, WEEI
Brown vs. Rhode Island, WPRO
Princeton vs. Columbia, WFIL WGY WOR WBOC WFBR WJEJ WTBO
Dickinson vs. W. & J., WKBO
Ursinus vs. Delaware, WDEL
F. & M. vs. Hampden-Sydney, WGAL
Gettysburg vs. Muhlenberg, WSAN WORK
Navy vs. Lafayette, WEST
Penn State vs. Bucknell, WWSW WEEU WKOK WLEU WJAC WPIC WKST WCED WMBS
William & Mary vs. V. P. I., WRNL WLVA WSVA WBTM WDBJ
So. Carolina vs. Wake Forest, WFBC
Georgia Tech vs. Notre Dame, KDKA WTAM WBNS WPTF WBIG WBT WMAZ WRDW WSAV

OCT. 17

*Villanova vs. Baylor, WFIL
*Moravian vs. F. & M., WGAL

OCT. 18

Yale vs. Army, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG WOR
Holy Cross vs. Univ. of Mississippi, WDRC WLAW WMAS WORC
Boston College vs. Manhattan, WEEI
Brown vs. Tufts, WPRO
N. Y. U. vs. Syracuse, WAGE WGY
Duke vs. Colgate, WPTF WBIG WBT WFBC WFBL WNBF WGR WIBX WHEC WDNC WENY
Temple vs. Penn State, WIP WMBS WLEU WWSW WJAC WPIC WKST WCED
Princeton vs. Pennsylvania, WCAU WFPG WHP WGBI WKOK WBOC WFBR WJEJ WTBO WFBG
Lebanon Valley vs. Albright, WEEU
Delaware vs. Dickinson, WDEL, WKBO
Gettysburg vs. Western Maryland, WORK
Lafayette vs. Muhlenberg, WEST WSAN
Carnegie Tech vs. Notre Dame, KDKA
Ohio State vs. Purdue, WTAM WBNS
Richmond vs. Wash. & Lee, WRNL WLVA WSVA WBTM WDBJ
Vanderbilt vs. Georgia Tech, WMAZ WRDW WSAV WJAX WDBO

OCT. 23

South Carolina vs. Clemson, WFBC WSPA

OCT. 24

Temple vs. Bucknell, WIP WRAW WKOK

OCT. 25

Yale vs. Dartmouth, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNEH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG WOR
Holy Cross vs. N. Y. U., WLAW WORC
Boston College vs. Georgetown, WEEI WDRC WMAS
Lafayette vs. Brown, WEST WPRO
Syracuse vs. Rutgers, WAGE WGY WENY
Cornell vs. Colgate WHCU WFBL WNBF WGR WIBX WHEC KDKA
Vanderbilt vs. Princeton, WFIL WHP WGBI WKOK WFBG
Pennsylvania vs. Maryland, WCAU WFPG WBOC WFBR WJEJ WTBO
Albright vs. Moravian, WEEU
Muhlenberg vs. Dickinson, WSAN WKBO
F. & M. vs. Gettysburg, WGAL WORK
Penn State vs. Lehigh, WWSW WPIC WCED WMBS WJAC WKST WLEU
Ohio State vs. Northwestern, WTAM WBNS
Richmond vs. V. M. I., WRNL WLVA WSVA WBTM WDBJ
Georgia Tech vs. Auburn, WMAZ WRDW WSAV WJAX WDBO
Wake Forest vs. North Carolina, WPTF WBIG WBT

OCT. 31

N. Y. U. vs. Penn State, WWSW

NOV. 1

Yale vs. Brown, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG
Colgate vs. Holy Cross, WFBL WNBF WGR WIBX WHEC WORC WENY
Boston College vs. Temple, WIP WLAW
Wisconsin vs. Syracuse, WAGE WGY
Princeton vs. Harvard, WENS WCED WKST WEEI WDRC WTAM WPRO WMAS KDKA WJAC WLEU WPIC WOR
Duquesne vs. Villanova, WWSW WFIL
Pennsylvania vs. Navy, WCAU WFPG WHP WGBI WKOK WBOC WFBR WJEJ WTBO WFBG
F. & M. vs. Albright, WGAL WEEU
Ursinus vs. Muhlenberg, WSAN
Dickinson vs. Drexel, WKBO
Delaware vs. Mt. St. Marys, WDEL
Gettysburg vs. Lafayette, WORK WEST
Georgia Tech vs. Duke, WSPA WDEJ WBTM WSVA WJAX WDBO WRNL WLVA WMAZ WRDW WSAV WPTF WBIG WBT

NOV. 8

Cornell vs. Yale, WHCU WFBL WNBF WGR WIBX WHEC WOR WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBF WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG
Brown vs. Holy Cross, WDRC WLAW WPRO WMAS WORC
Boston College vs. Wake Forest, WEEI
Penn State vs. Syracuse, WAGE WGY KDKA WENY
Temple vs. Villanova, WIP
Princeton vs. Dartmouth, WFIL WBOC WFBR WJEJ WTBO
Pennsylvania vs. Columbia, WCAU WFPG WHP WGBI WKOK WWSW WFBG WJAC WMBS WCED WKST WLEU WPIC
Albright vs. P. M. C., WEEU
Lehigh vs. Muhlenberg, WSAN
Western Maryland vs. Dickinson, WKBO
Swarthmore vs. Delaware, WDEL
F. & M. vs. Lebanon Valley, WGAL
Bucknell vs. Gettysburg, WORK
Richmond vs. No. Carolina, WRNL WLVA WSVA WDBJ
Lafayette vs. Rutgers, WEST
Ohio State vs. Wisconsin, WTAM WBNS
Davidson vs. Duke, WPTF WBIG WBT WDNC
Furman vs. Geo. Washington, WFBC
Florida vs. Georgia, WJAX, WDBO
Georgia Tech vs. Kentucky, WMAZ WRDW WSAV

NOV. 15

Yale vs. Princeton, WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYB WSPR WATR WTAG WOR WFIL WBOC WFBR WJEJ WTBO
Holy Cross vs. Manhattan, WLAW
Boston College vs. Tennessee, WEEI WDRC WPRO WMAS WORC
Syracuse vs. Colgate, WAGE WGY WGR WENY
Cornell vs. Dartmouth, WHCU WFBL WNBF WIBX WHEC
Michigan State vs. Temple, WIP
Pennsylvania vs. Army, WCAU WFPG WEEU WHP WGBI WKOK WFBG
Drexel vs. Delaware, WDEL
Muhlenberg vs. F. & M., WSAN WGAL
Dickinson vs. Susquehanna, WKBO
Gettysburg vs. Ursinus, WORK
Lafayette vs. Western Maryland, WEST
Duquesne vs. Miss. State, WWSW WJAC WLEU WPIC WKST WCED WMBS
Penn State vs. West Virginia, KDKA
Ohio State vs. Illinois, WTAM WBNS
Duke vs. No. Carolina, WPTF WBIG WBT WSPA WLVA WSVA WBTM WDBJ WRNL WDNC
Clemson vs. Wake Forest, WFBC
Alabama vs. Georgia Tech, WMAZ WRDW WSAV WJAX WDBO

NOV. 16

Villanova vs. Detroit, WIP

NOV. 20

F. & M. vs. Ursinus, WGAL
Albright vs. Bucknell, WEEU WORK
Richmond vs. William & Mary, WRNL WLVA WSVA WBTM WDBJ

NOV. 22

Holy Cross vs. Temple, WIP WDRC WLAW WMAS WORC
Boston College vs. Boston Univ., WEEI
Princeton vs. Navy, WOR WBOC KDKA WFBR WJEJ WTBO
Pennsylvania vs. Cornell, WCAU WFPG WHP WGBI WEEU WKOK WBCI WLEU WFBC WNAC WICC WSAR WHAI WTIC WLNH WLLH WFEA WNBH WELI WNLC WBRK WEAN WSYE WSPR WATR WTAG WWSW WJAC WPIC WIBX WGR WNBF WFBL WKST WCED WMBS WBEC WGY
Villanova vs. Auburn, WFIL
Muhlenberg vs. Upsala, WSAN
Dickinson vs. Gettysburg, WKBO WORK
Delaware vs. Washington, WDEL
Lehigh vs. Lafayette, WEST
Michigan vs. Ohio State, WTAM, WBNS
N. C. State vs. Duke, WPTF WBIG WBT WDNC
Furman vs. Clemson, WFBC WSPA
Florida vs. Georgia Tech, WMAZ WRDW WSAV WJAX WDBO

NOV. 27

Brown vs. Rutgers, WPRO.

NOV. 29

Boston College vs. Holy Cross, WEEI WDRC WLAW WPRO WMAS WORC
So. Carolina vs. Penn State, WLEU WPIC WWSW WJAC WPIC WKST WCED WMBS
Georgia Tech vs. Georgia, WMAZ WRDW WSAV WJAX WDBO
Richmond vs. V. P. I., WRNL WLVA WSVA WTBM WDBJ

DEC. 20

Florida vs. U. C. L. A., WJAX, WDBO

STRICTLY A LEMON is this jalopy as a racing car, but KFJM, Grand Forks, N. D., says it was good promotion in the local Model T Derby. Painted all colors, it served as a studio remote car and to promote the station as well as advertisers.

NBC Feeding Fees

PUBLIC service programs and talks by such dignitaries as Winston Churchill or the Pope which NBC has been feeding to any independent station wishing to carry the broadcast, will now cost the stations $50 an hour in addition to the line charges, heretofore the only expense. NBC, in announcing the fee last week as effective immediately, stated the only exception would be talks and Fireside Chats by President Roosevelt.

Kleenex CBS Series

INTERNATIONAL Cellucotton Products Co., Chicago (Kleenex) through Lord & Thomas, that city on Sept. 19 starts sponsorship Ginny Simms, vocalist, with orchestra on CBS stations, Friday 9:55-10 p.m. (EDST). Miss Simms vocalist with Kay Kyser's band, Oct. 1 makes her final appearance on his weekly NBC *College Musical Knowledge*, sponsored by American Tobacco Co. Under three-year picture contract to RKO she is leaving Kyser and his program because current commitments are too strenuous. Kyser, currently in Hollywood, goes on tour in October.

G. F. Olson
Advertising Manager

"SPOT BROADCASTING with its complete flexibility enables us to concentrate our advertising for timely gift occasions"

... SAYS G. F. OLSON for SHEAFFER PENS

W. A. SHEAFFER PEN CO.
FORT MADISON, IOWA, U.S.A.

NEW YORK 18 E. 34TH STREET · CHICAGO 505 REPUBLIC BLDG · SAN FRANCISCO ARCADE BLDG · TORONTO 168-173 FLEET ST

C. K. SHEAFFER, President

August 20, 1941

PLEASE REFER YOUR REPLY TO THE ATTENTION OF THE WRITER

Mr. John Blair
John Blair and Company
520 North Michigan Avenue
Chicago, Illinois

Dear Mr. Blair:

Mr. Freeman Keyes, President of the Russel M. Seeds Company, has told me of the help your organization has given him in clearing quality spots for our fall and winter broadcasting campaign. I want you to know that your cooperation is very much appreciated by us.

We have been consistent users of spot radio advertising for a good many years and I can honestly say that it has proved to be one of the most effective adjuncts to our general National campaign in magazines and newspapers.

A business such as ours is naturally geared to seasons, and timely gift occasions. Spot Broadcasting, with its complete flexibility enables us to concentrate our radio advertising at the particular periods when Sheaffer pens, pencils and desk sets are most timely as gift suggestions. We even have used our spots to direct the listeners' attention to a particular Sheaffer advertisement in a newspaper or magazine just out - thus heightening the immediate power of the promotion for the retail stores.

Spots which are correctly worded, correctly timed, and correctly placed on the best stations, we regard as a most important part of our National campaign.

Thank you for the cooperation you have rendered our agency and ourselves.

Sincerely,
W. A. SHEAFFER PEN COMPANY
Advertising Manager

GPOlson:mw

SPOTS FLEXIBLE PLANNING!

SPOTS PRECISE TIMING!

SPOTS SELECTIVE PLANNING!

Good sales management requires that Sheaffer Pen advertising should deliver a special advertising impact directed at every gift occasion. That's why Spot Broadcasting is so important in Sheaffer plans. Its flexibility assures effectiveness in every market and precise timing to reach biggest audiences on selected stations... with budgets always adjustable to local conditions and sales potentials.

● Have you considered how flexible Spot Radio can solve your seasonal and sectional problems? Ask a John Blair man.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
SAN FRANCISCO
LOS ANGELES

NATIONAL STATION REPRESENTATIVES

WIBW Prepares for Any Emergency

Everything in Duplicate so Station Will Not Be Thrown Off Air

By BEN LUDY
General Manager, WIBW, Topeka

NO MATTER what happens, WIBW, in Topeka, will stay on the air. For everything at the station is in duplicate — power plants, studio equipment and transmitter equipment. The idea conforms to a recent suggestion by the Defense Communications Board that stations have alternate equipment to use in case regular equipment fails. Under the technical guidance of Karl Troeglen, WIBW chief engineer, the station has taken every conceivable step to keep operating if trouble occurs. The experience of WIBW should prove helpful to other stations.

MR. LUDY

IN ORDER that a radio station can be assured of giving continuous service under all conditions it must have complete auxiliary equipment. Equipment failures can generally be included in two groups.

1. Failure of equipment beyond the control of the station engineer.
   a. Source of power supply to studio and transmitter.
   b. Telephone lines between studio and transmitter.
2. Failure of equipment under the control of the station engineer.
   a. Studio equipment.
   b. Transmitter equipment.

The first of these will be discussed in greater detail at this time. Primary power failure is by far the most important to a radio station, so it was given first consideration by WIBW. The source of power to the transmitter plant was located 12 miles from this station and had to pass through 39 fuses. Possibility of failure was considerable.

The power to the studio, while less apt to fail, was also vitally important. Studio amplifier equipment can be operated on batteries, but such items as news printers and transcription turn tables would be rendered useless when the power failed. Studio and office lighting is also important for proper operation over a long period of time. In view of this auxiliary power equipment was installed at both the studio and transmitter plant.

Studio Auxiliary Power

This studio auxiliary power equipment supply consists of a standard Universal Motor Co. 6000M plant which is capable of delivering 5,000 watts of power. It is a 120 volt 60 cycle AC plant. The machine is equipped with a mechanical governor as well as a Burlington voltage regulator. It has a 6-volt ignition system and has mounted on its frame a 10-gallon gasoline tank. The machine operates at 1200 rpm. The entire unit is mounted on four Firestone machine mounts. The location of the machine is in the basement of our studio building. Power from this machine is supplied to the control room, two studios, lobby, and announcers' and newsroom.

Operation of Machine: Upon the failure of the main source of supply; that is, a drop of 70% of normal voltage or less, the transfer relay drops out causing the machine to start and supply power to its connected load. Interruption under these conditions is only four seconds. Should a failure be anticipated (supply is erratic over a period of time) the machine can be started without load and switched manually with no interruption in service.

When the normal supply again is restored to 90% or more of its normal value, the transfer switch is again energized and the load is restored to normal supply. At the same time that load is restored to normal, the machine is also automatically stopped. The switchback is so fast that no interruption is apparent.

The machine can be kept in service after normal power is restored if desired for any reason.

A small battery charger is necessary to keep the starting battery charged.

Gasoline consumption is about 1 gallon per hour under load. When the mechanical governor and voltage regulator are properly adjusted, the frequency of the output voltage is sufficiently constant under average load variation to be undetectable while playing electrical transcriptions.

Maintenance Routine: Checking oil, water and gasoline levels. Keep battery charged and machine clean. Machine is put into operation at weekly intervals so as to be sure it will function when needed.

Total installation cost was $850.

This transmitter plant auxiliary power equipment was built by the Universal Motor Co., Oshkosh, Wis., according to certain specifications by the WIBW engineering department. The machine consists of a Marble-Card alternator and a Waukesha Motors Co. motor. This motor is equipped with mechanical governor. A Burlington voltage regulator is used. The automatic transfer switch is built by the Automatic Switch Co., New York.

The plant is in a 20x10 room on the end of the building. A 250-gallon gas tank is buried outside of this room.

The machine is designed to deliver 30 kw. at 80% power factor, being rated at 37.5 kva. Its speed is also 1200 rpm. The output is three-phase 220 volts, 60 cycles AC.

It will be noted that these machines both operate at 1200 rpm. This reduced speed is desirable even though a somewhat larger machine is needed, since in case of prolonged service, the machine will function better and noise and vibration are considerably reduced. This machine is mounted on single strips of Keldur to dampen vibration. Firestone machine mount available, however, and could used as well. A 12 volt ignit system assures easier starting

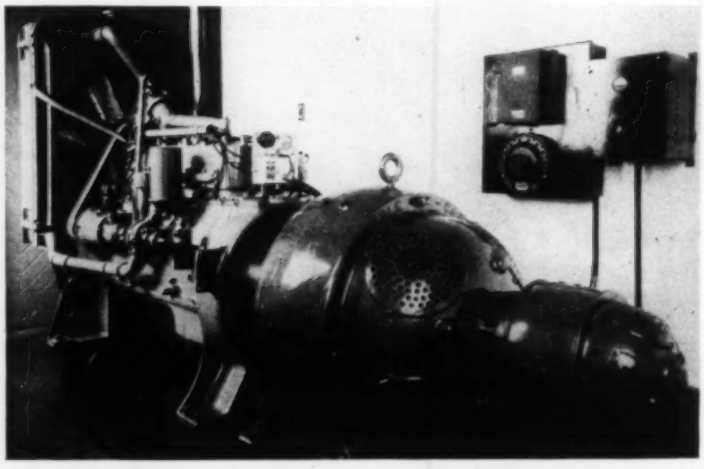
The machine is so connec that in case of failure of nor supply, the entire building l including tower lights, is imm ately transferred to the auxil plant. The transfer to the mac from a dead start takes 5 sec to full power. The transfer is instantaneous if desired.

In the event of failure of a one of the three phases of the mal supply (drop to 70% or l a relay drops out which ca the auxiliary machine to be star As soon as this machine has r up to proper speed and volt another relay is operated wh in turn transfers the load to auxiliary power supply. When normal supply again reaches 9 or more of normal value a time lay relay is energized. After fixed delay this relay closes the load is again switched to normal supply. The time delay lay is used so as to avoid n switching from auxiliary to nor and back to auxiliary in the e the normal power should be stored a brief period and then out again.

Special switches are also vided so that the machine ca started and put into service m ally, should the operator so de Under such a switch, the tran is so fast that no break is ticed on the air. The machine also be kept in service after mal is back if desired. A fe worth mentioning is that the of the transfer switch is not ergized except for a few sec while a transfer is being m Over a period of time some sa in power is thus affected.

After proper adjustment o

(*Continued on page 27*)



THIS TRANSMITTER AUXILIARY power plant at WIBW will go into operation in case the regular power supply fails. Another plant serves the studios in case of emergency.

5000 WATTS DAY and NIGHT

New Site • New Equipment
New Directional Antenna

"*Tailor Made*" to the Great Western New York Market

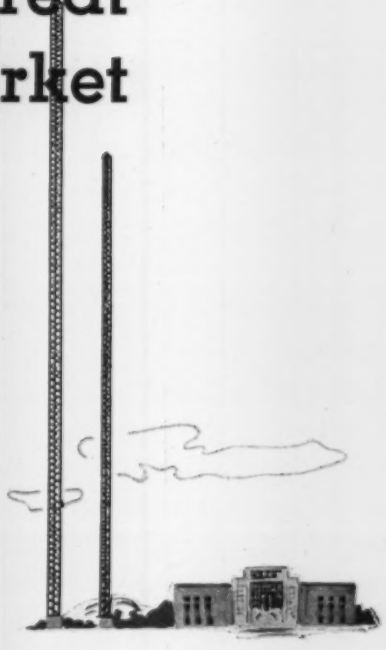
WBEN

BUFFALO, N. Y.

NBC Basic Red Network

930 Kilocycles
in the center of the dial

Represented by
EDWARD PETRY & CO.
New York and Chicago



"The Preference of the Audience Is the Choice of the Advertiser"

Output Uncertain, Auto Buying Drops

Spot Adaptability May Bring Improvement During Season

By Special Correspondent

DETROIT—The major introductory season for the new automobiles is at hand. This month will see close to a dozen presentations of 1942 models, and the splurge of initial showings will be over by the first week in October.

Unique this year is the fact that promotional plans are in a state of confused flux never before seen in the agencies. Introduction dates are being changed from day to day. Aside from a few insertions in magazines whose forms close several weeks before publication, commitments for space and time are exceedingly unusual.

Out of the murky situation develops the indication that time purchasing on behalf of the new model announcements is somewhat below last year—perhaps as much as 25% off. This consists mainly of spot announcements, as before. The degree of reduction appears to be about in line with that suffered by other media.

But all is not entirely pessimistic for the automotive outlook despite car curtailment orders from Washington. At least two companies have been talking with network representatives inquiring into costs etc., of staging chain shows sometime later in the model year. And a feeling is growing in several companies that a fairly comprehensive program of promotion may be necessitated in the period ahead to move cars in a market made suspicious by reports of substitute materials, thinned out by advancing buying of 1941 models, and made skittish by substantially increased prices on the 1942's.

The automotive production picture, on which the volume of promotional money ultimately hinges, is considerably confused today.

On the one hand, OPM-OPACS set up allotments for the 1942 model year which will result in about a 50% diminution from comparative figures of the 1941 span. These vary with different companies, smaller ones absorbing the smallest cuts, as follows:

	1942 Schedule	*1941 Output*	*% cut*
Gen. Motors	952,000	2,008,957	51.6
Chrysler	496,000	1,019,281	51.8
Ford	399,600	779,250	48.7
Studebaker	92,400	133,893	30.9
Hudson	68,800	94,165	26.9
Nash	58,000	90,560	35.9
Packard	60,000	72,122	16.9
Willys	21,500	25,504	15.7
TOTALS	2,148,300	4,223,732	49.1

The degree of the cut was conditioned not only by the 1941 totals, but by average output levels of recent years.

In addition to this passenger car volume, however, truck operations were an added factor. It was expected in Washington that truck output during the 1942 model year would approximate 1,189,000 units, up 200,000 from last year. This would make the overall vehicle production around 3,337,000 units as against 5,200,000 last year—not nearly as pronounced a reduction as indicated by the passenger car figures alone.

Virtually all companies allot advertising money on the basis of unit output and sales. Consequently, the above figures may prove a likely index to the ultimate amount of promotional dollar spending. But this may not hold entirely true, as indicated in a roundtable discussion at Studebaker late in August. In response to a question from S. J. Paul of BROADCASTING'S Chicago office, Studebaker President Paul G. Hoffman said:

"Even though we could dispense with advertising and still sell all production assigned us, we will continue to make appropriations on the same basis as before, and there is at least a strong possibility that the appropriations for this model season may be increased beyond that amount."

Supply Problem

Beyond the question of Government curtailments, however, rises the problem of raw material supplies. Auto men are frankly worried over the impact of priorities on their supplies of such requirements as steel, copper, lead and others. Many of them think that shortages of such basic requirements will do more to keep down their output than the Government's evolved curtailments.

The entire picture was said by one radio man close to the industry to be shaping up as favorably to radio as anything else—perhaps more. He explained by declaring that with production plans moving on virtually a week-to-week basis the flexibility of spot announcing had very important advantages over the comparative rigidity of newspaper and magazine schedules.

Introductions have already been made by Plymouth, Hudson, Packard and Willys, the first two of which offered cooperative arrangements for dealers seeking to use introductory radio.

Other introduction dates are roughly shaping up this way:

Until Sept. 15—DeSoto, Chrysler, Nash.

Sept. 15 to Sept. 25—Ford, Lincoln-Zephyr, Pontiac, Dodge.

Sept. 25 to Oct. 5—Buick, Olds, Cadillac, Chevrolet.

Ford Trucks to Maxon

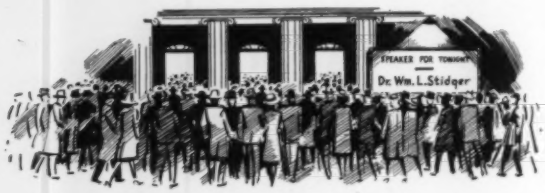
ALL ADVERTISING of the Ford truck division, including service parts and accessories, has been awarded to Maxon Inc., now doing Mercury and Lincoln-Zephyr accounts for the Ford Motor Co. Ford passenger car advertising and dealer accounts remain with McCann-Erickson, which has had the entire Ford account since last fall. Radio Announcer Harry Wismer, who was made account executive on the Mercury and Lincoln-Zephyr accounts for Maxon last fall, is expected to add the contact work on the Ford truck account to his duties.

Weaver Aids Francisco

S. L. WEAVER, advertising manager of American Tobacco Co., New York, is on leave of absence to join Don Francisco, director of the communications division of the Nelson Rockefeller Inter-American Committee. When Mr. Francisco shifts his headquarters to Washington from New York Sept. 15, Mr. Weaver will join him. Associate director in New York will be Russell Pierce, advertising manager of the export information bureau of the American Assn. of Advertising Agencies. Everard Meade is handling Mr. Weaver's duties, in addition to advertising on Lucky Strike cigarettes.

Big List for Series

FOR THE THIRD consecutive year Gillette Safety Razor Co., Boston, has selected Red Barber of WOR New York, and Bob Elson of WGN Chicago, to describe the World Series, broadcast again this fall exclusively on MBS. Nearly 300 stations will carry the series, which also will be shortwaved around the world, with broadcasts to South America in Spanish. The schedules and dates of the games will be announced by Judge Kenesaw M. Landis, high commissioner of baseball.



A down-to-earth idea for every man and woman

"Getting the Most Out of Life Today" with Dr. William L. Stidger

Loyal followers provide a ready-made audience

In this NBC Recorded Series of 78 five-minute programs, Dr. Stidger draws from his own rich life and presents the kind of forceful, down-to-earth philosophy every man and woman can understand and enjoy. His human anecdotes of people great and small are inspirational gems that leave with the listener practical solutions of the increasingly difficult problem of "Getting the Most Out of Life Today."

Ideal for local and spot advertisers looking for a dignified program of wide appeal. Can be presented 3 times weekly for 13 or 26 weeks at unbelievably low cost.

In many instances, special music and scripts may be made available to those advertisers who prefer to present Dr. Stidger as a 15-minute feature.

Write today for presentation, rates and availability. Or, your local radio station can arrange an audition.

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

(ADVERTISEMENT)

(ADVERTISEMENT)

U. S. Congressmen Star on New Radio Show

"NO POLITICS" Biggest Mail-Pulling "Sustainer" Open for Sponsorship On Any Network

UNUSUAL RESULTS from 13-week spring sustaining series on CBS forecasts tremendous possibilities for commercial sponsor. Congressmen prove real "box office" as their natural showmanship, ready wit and wide range of knowledge carried them through rigid Saturday noon test-airing of this novel question and answer show.

AT LAST smart showmanship has created the "different" quiz-type show that combines all the elements necessary to provide a high audience rating and an unparalleled vehicle for the promotion of any product with national distribution.

In two months "NO POLITICS" developed into Columbia's biggest "sustaining" mail-puller without the aid of ballyhoo or large premiums. Now, it is available for sponsorship as a proven program with a nation-wide pre-developed audience.

Right now, while agencies and clients are looking for that "different" program . . . "NO POLITICS" is ready to take to the air with America's most newsworthy group of personalities as your guest stars . . . prominent Congressmen who make the front page headlines of the nation's newspapers.

Scheduled for the unseemly period of 1:30 to 2 P.M. Saturdays during a spring test-series, this novel show proved a genuine hit from the outset. The only "hook" was the $5 rewarded each person whose questions "stuck" the panel.

Headline Congressmen Participate

Thirty-nine Congressmen have given the public a wide variety of lingo ranging from the soft drawl of Georgia's Robert Ramspeck and New Mexico's Clint Anderson to the clipped Harvard diction of Massachusett's brilliant young Tom Eliot. Tennessee's Percy Priest had the public alternately laughing and crying with his hillbilly recitations and songs . . . Washington's Coffee had the listeners gasping over his freakish facility for recalling dates . . . Ohio's Brown kept the show moving at a merry pace with his humorous heckling and scintillating wit, while John Vorys (also Ohio) inserted his Yale sophistication to the delight of the amazingly large and blase upper-bracket group of "NO POLITICS" Coast-to-coast audience.

MASTER OF CEREMONIES — ERNEST K. LINDLEY, is well equipped to stand at the helm of "NO POLITICS." A Rhodes scholar, he has travelled extensively in Europe and Africa. He covered Presidential campaigns of Al Smith, Herbert Hoover and political activities of President Roosevelt since his governorship of New York. In 1937 he became Chief of the Washington Bureau of "Newsweek"—a position he still holds.

THE PANEL OF EXPERTS. Two new Congressmen are brought to the program each week, a Democrat and a Republican being retained from former panels. By this routine every state in the Union can be covered in the course of 26 broadcasts. Shown here, "off the hill" and "on the spot" are Congressmen Thomas Rolph, Calif.; Jennings Randolph, W. Va.; Thomas Eliot, Mass.; and Clarence J. Brown, Ohio.

Proven Entertainment

To quote "TIME" which devoted an entire radio column to "NO POLITICS"—*"In the wake of babies, wise guys and the public at large, four Congressmen took to the air last fortnight to flaunt their information and mis-information on a quiz show . . . made quite a hit on its first rendition . . . "*

Despite the period of airing and three changes in time in the course of a few months "NO POLITICS" held and increased its audience—became tops in mail-pulling among sustaining programs on the CBS network and achieved a not-to-be-sneezed-at "Crossley" rating. Hundreds of letters poured in from that hard-to-reach but important 'teen-age market . . . youngsters in high school, colleges and junior colleges. College professors wrote that "NO POLITICS" was "must listening" for their classes. Hard-bitten executives, radio-wise housewives, all professed delight with the show. One lady wrote that, *"It's a pleasure to meet our Congressmen in their 'mental suspenders'!"*

Congressmen Enjoyed Participation

Many participants on the panel expressed a keen desire to reach the public in a human, friendly atmosphere where politics was taboo . . . and stated that "NO POLITICS" did much to absolve the 'stuffed shirt', 'political windbag' and 'ignoramus' labels that a not-too-kind public is prone to tag on its national legislators. Also that "NO POLITICS" did much to create more friendly understanding between the public and these national legislators.

National Show—Local Impact

Left alone, without benefit of ballyhoo and promotional tie-ins, "NO POLITICS" carries a prestige and entertainment value far above the average. With local promotions timed to match the individual appearance of various Congressmen, a sponsor stands to get an impressive local impact in every community of the United States. Every state and most Congressional Districts will, in the course of a sustained period, find its Congressmen on "NO POLITICS" and the result bids fair to outrival currently effective shows with localized merchandising themes. Voters of the various states will be sure to tune in when their state is represented on "NO POLITICS" and the localized merchandising tie-ins will provide the sure-fire vehicle for increased sales in the affected areas. "NO POLITICS" will shed a brighter light of importance and prestige to the sponsor's commercial problems.

Publicity Producing Show

Front pages of newspapers are constantly focusing reader's attention to the actions of Congress and many individual Congressmen who have appeared on "NO POLITICS" and are available for future appearances are the biggest newsmakers on Capitol Hill. Local papers will be quick to publicize the appearance of Congressmen from their districts and a real tonnage of prestige-building publicity will benefit the sponsor of "NO POLITICS". Answering today's problems of maintaining a powerful public-relations program, "NO POLITICS" provides the ideal combination of sales and good-will without divorcing one from the other and without requiring dual handling and expense.

Ernest Lindley "Speaker of House"

In each program four Congressmen are put through their paces by Columnist Ernest Lindley and conducted with mock formality, closely patterned after parliamentary procedure in the House of Representatives. Lindley complete with gavel, enacts the part of the "speaker." He outlines "the order of business of the day." He "recognizes" the various "gentlemen from such and such a State." Announcer Hugh Conover is the "clerk" and his language, too, follows a parliamentary pattern.

When a question is missed, for example, "Clerk" Conover intones, "I hereby introduce a bill, H. R. 76, to appropriate $5 to be mailed to Miss So-and-So who sent it in. All in favor say aye, etc."

And the similarity to congressional conditions extends also to the acoustics. Instead of it being broadcast from an acoustically perfect studio, the show is produced in the Willard Room of the Willard Hotel, where marble pillars and high ceilings approximate the echoing sounds heard from the halls of Congress itself.

Audition Recordings Available

Every performance of "NO POLITICS" was recorded during the regular broadcasts and the platters are available to any agency or prospective sponsor for audition purposes. In any cases where inquiries are forthcoming from recognized agencies they will be protected to the fullest extent. Henry J. Kaufman, Advertising, Homer Building, Washington, D. C. appears in such situations, purely in the role of producer.

"NO POLITICS"

. . . . *but SALES!*

NOW AVAILABLE
FOR IMMEDIATE
SPONSORSHIP
ON ANY NETWORK

★ Proven Entertainment
★ "Natural" for Publicity
★ Easily Merchandised

Agency inquiries are invited. This organization acts only as producer of "No Politics" and full "time" commissions will be allowed agency acting for sponsor.

WIRE OR WRITE AT ONCE FOR AUDITION PLATTERS

Henry J. Kaufman Advertising
Homer Bldg., Washington, D. C.

Iceland Lingo

THE FCC's new Foreign Broadcast Monitoring Service is staffed with translators capable of dissecting almost any foreign language broadcast. However, when Berlin recently started to shortwave to Iceland in Icelandic, Uncle Sam's propaganda analysts were stumped. FBMS was about to send an SOS to the State Department when one of the FBMS staff translators, Miss Doma Westman, mentioned that she talked Icelandic with her parents in their home. So now German "bombcasts" to Iceland are being thawed out as they come.

Deletion of Brinkley Outlet Shown by Mexico's New Log

XERA, Villa Acuna, Off Air Since Last March; Dozen Changes Shown in New Offical List

ALL OFFICIAL doubt as to the deletion of XERA, Villa Acuna, Mexico, outlaw station formerly operated by Dr. John R. Brinkley, was removed by the Communications Ministry of Mexico last week with the publication of its official log of broadcast stations for August.

Since the Continental reallocation of standard broadcast stations effected last March 29, XERA has been off the air, but the station was carried on the Mexican log as slated for assignment on 800 kc. with 500,000 watts power. Conversations between the FCC and the Mexican Communications Ministry, carried on through the State Department, yielded the report early this year that the Brinkley station would not again take the air. The August list, received in Washington Sept. 3, however, for the first time failed to show the call letters of the former Brinkley station.

Assignments Changes

The new list reveals about a dozen deviations from the previous official log published in June. Most important of the shifts was a switch in the assignments of high-powered stations on the 730 and 940 kc. channels. XEDP, Mexico City, previously assigned to 730 kc. with 500 watts actual power but with potential authorized power of 150,000 watts, was shifted to 940 kc. with the same power ratings. XEQ, Mexico City, formerly assigned to 940 kc. with 50,000 watts, switched to 730 kc.

Because 940 kc. is a Canadian I-A channel, according to official sources, maximum power for its use in Mexico must be restricted to 50,000 watts. Consequently, it was thought the 150,000-watt potential power rating was in error.

The new log reveals that XEJB, with 5,000 watts, at Guadalajara, Jal., has been assigned to 1010 kc. XEBG, 500-watt station at Tijuana, was deleted from 1010 kc. and was moved to 1550 kc. with 1,000 watts.

XENT, 50,000-watt station formerly licensed to Norman T. Baker, of Muscatine, Ia., remains on 1140 kc. at Nuevo Laredo, across from Laredo, Tex.. with 50,000 watts. The new log shows that XEON, with 2,000 watts, at Tijuana, has been shifted from 1140 kc. to 1420 kc.

XEJS, Cananea, using 100 watts but authorized to increase to 500 watts, was deleted from 1150 kc. An increase in power for XEH, Monterrey, on 1250 kc., from 250 watts authorized to 500 watts night, 1,000 watts day in authorized output was listed. The station was shown with 100 watts at present.

On 1270 kc. XEGL, Navojoa, Sonora, was listed as a new station with 500 watts. XEBC, 100-watter at Morelia, Mich., was deleted.

Newly assigned to 1330 kc. with 1,000 watts was XECF, Los Mochis, Sin., which was shifted from 1340 kc. XEJK, 100-watter at Chihuahua on 1340 kc., also was deleted.

Assignment of XEHF, Nogales, with 1,000 watts on 1370 kc. was announced, along with deletion of XEAF, Nogales, 1,000-watter from the same frequency. XEHL, Guadalajara, 500-watter, also was assigned to 1370 kc.

XEF, Ciudad Juarez, Chih., was shifted from 1400 to 1420 kc. XEKJ, Acapulco, Gro., was assigned to 1400 kc. with 250 watts. XETU, Tampico, was newly assigned to 1460 kc. with 1,000 watts.

Boost in Facilities For Four Stations

WOWO Gets Special Grant; Awards to KMPC, WNBF

AT ITS FIRST regular meeting in several weeks, the FCC last Wednesday authorized improved facilities for four standard broadcast stations.

WOWO, Fort Wayne, was given a special service authorization to operate on 1190 kc. with 10,000 watts fulltime, for the period ending Feb. 1, 1942. The station is slated for ultimate 50,000-watt operation.

KMPC, Beverly Hills, Cal., was granted a modification of construction permit to install a new transmitter and increase its power to 10,000 watts on 710 kc., with a directional for day and night use. The station now operates on 710 kc. with 5,000 watts day and 1,000 watts night, unlimited time, but has held a construction permit for 5,000 watts at night.

WNBF Transfer

WNBF, Binghamton, N. Y., was authorized to shift its frequency from 1490 to 1290 kc. and increase its power from 250 watts unlimited time to 5,000 watts day and night. It will install a new transmitter, shift its location and use a directional antenna at night.

WIAC, San Juan, Puerto Rico, was granted a modification of construction permit, subject to installation of a directional antenna if objectionable interference is caused, to increase its night power from 1,000 watts to 5,000 watts on 580 kc. The directional was specified to avoid objectionable interference with WDBO, Orlando.

WCAU Staff Changed

STAFF CHANGES at WCAU, Philadelphia, brought about by the resignation of Harry Marble, assistant program director, necessitated the revamping of the production and program departments. Mr. Marble left Sept. 1 to join CBS in New York. Wally Sheldon was moved up to fill the vacated post. Harry McIlvain, another announcer, was also assigned to the production department. Vacancies in the announcing staff were filled by Joe Bolton, formerly of CBS in New York, and Jim Newell, of WEEI, Boston.

In the engineering department, where Technical Director John G. Leitch was called up for naval duty, Dave Gillette was named assistant to George Lewis, now acting technical director.

HOW'S SALES GOING IN STAY (Ky.)?

If your sales are *leaving* in Stay (Ky.), and some of the other little hamlets in this State, now's the time to get going where the going is good—in the great Louisville Trading Area. Normally blessed with 33% *more* effective buying income than the rest of Kentucky *combined*, this area's purse is bulging with an *extra* defense payroll topping $5,000,000 a month! . . . To tap this pocket-book power you need only WAVE, which covers the whole area at remarkably low cost! Why not send for the facts?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

KDYL, KPRC SEEK ACCESS TO CLEARS

TWO ADDITIONAL applications for assignment on existing clear channels, seeking their breakdown, were filed with the FCC last week.

KDYL, Salt Lake City, applied for 10,000 watts on 880 kc., upon which WABC, New York, 50,000-watt key station of CBS, is the dominant outlet, in lieu of its present 5,000-watt assignment on 1320 kc. KOIN, Portland, Ore., applied for 10,000 watts on 770 kc., upon which WJZ, New York, 50,000-watt key of the NBC-Blue Network, is the dominant station.

KPRC, Houston, operating with 5,000 watts on 950 kc., has applied for 10,000 watts day and 5,000 watts night on the same frequency, in line with pending applications of WIBW, Topeka, and WCHS, Charleston, for horizontal daytime power increases to 10,000 watts on regional facilities.

Among others, there are pending before the FCC applications of WCKY, Cincinnati, for assignment on 640 kc., occupied by KFI, Los Angeles, and of KGIR, Butte, for assignment on 660 kc., the WEAF, New York, clear channel. The FCC recently authorized WHDH, Boston, to operate fulltime with 5,000 watts on the 830 kc. clear channel occupied by KOA, Denver, but an appeal is pending.

CALL LETTERS of the new WMDF, local in Greenwood, S. C., authorized to Greneo Inc. [BROADCASTING, Jan. 13] have been changed to WCRS.

THE ARMY CAPTURES A STATION

KELD, El Dorado, Taken Over by Second Army —And Operated for an Entire Day—

The following press telegram was received by BROADCASTING, *Sept. 2. It is presented verbatim. The special correspondent was F. E. Bolls, general manager of KELD:*

STATION KELD was "captured" by the Second Army radio relations department last Tuesday morning. The engineers were sent fishing. The announcers were sent home, and the manager stayed in his office and chewed his nails.

But the Army did a good job. Men who were formerly with large stations and networks prior to the Army, did a masterful piece of programming.

Highlight of the early part of the day was the *Household Hints* program, which was taken over by Sergt. William Duncan. He talked about garden bulbs, flowers, raising and feeding children, and the usual tips to the housewife. Lieut. Rankin Roberts, for the stock market reports, was selected as a financial expert because he had been able to manage on a second lieutenant's pay.

The maneuver was explained as a tactical exercise for the radio men, to school them in the manner of taking over and operating an "enemy" radio station.

Only incident to mar the proceedings was a woman who called up and asked if the Army, as long as it was capturing things, wouldn't come down and capture the City Hall, where she worked. Capt. Barney Oldfield, the radio relations director in charge of the operation, had to lock the studio to keep enough staff on hand to run the station.

We understand this is the first time the Army has ever taken complete charge and operated a radio station throughout the day during maneuvers.

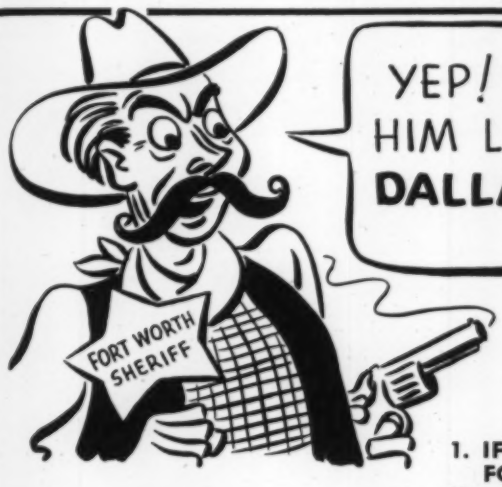
Pepsodent Resumes

PEPSODENT Co., Chicago (toothpowder, paste), after a summer lay-off, on Sept. 23 resumes the weekly half-hour *Bob Hope Show* on 69 NBC-Red stations, Tuesday, 10-10:30 p.m. (EDST), originating the initial broadcast from that city. Following three programs are to emanate from Washington, New York and Cleveland, with the comedian and his trope resuming from Hollywood Oct. 21 for balance of the season. Besides Bob Hope, show will continue to feature Jerry Colonna, with Skinnay Ennis and orchestra. Frances Langford joins the show as permanent vocalist. Ben Gage has been signed as announcer, taking over assignment held by Bill Goodwin last season. William Lawrence continues as Lord & Thomas Hollywood producer.

EYE-FILLING ASSIGNMENT for WSOO, Sault Ste. Marie, Mich., was undertaken with apparent relish by Carl Jampel, production manager of the station, when WSOO broadcast the entire floor show from the Grand Hotel Casino on Mackinac Island, swank summer resort in the Mackinac Straits. Here he gave a word picture of the snake dance by Gail Taylor.

New York Club Resumes

RADIO EXECUTIVES CLUB of New York will resume its weekly Broadcasters Bull Session luncheons for the winter season on Oct. 1. Officers for the 1941-42 season are: John Hymes, Lord & Thomas, president; Alman Taranto, Ted Bates Inc., and Arthur Sinsheimer, Peck Adv. Agency, vice-presidents; Ed Devney, Howard Wilson Co., secretary, and Bill Wilson, William G. Rambeau Co., treasurer.



WRR DALLAS
5,000 WATTS Day and Night
KFJZ FORT WORTH

1. IF YOU WANT *BOTH* DALLAS *AND* FORT WORTH MARKETS . . .
You must bear in mind the extreme rivalry between these cities. It's a situation unique in American broadcasting—each city being fanatically loyal to its own station and its own marketing area. The solution? Simple as A B C—use ***both*** WRR, Dallas and KFJZ, Fort Worth! And here is the important thing . . .

2. COVER *BOTH* MARKETS FOR THE PRICE OF ONE!
Yes—you can use ***both*** WRR, Dallas and KFJZ, Fort Worth at the price you would expect to pay for ***one*** station of equal power in this market. Two full-time 5,000 watt stations—day and night—on two different frequencies (WRR — 1310 K.C. — KFJZ — 1270 K.C.) for the price of ***one!***

Each station delivers a powerful signal throughout this entire market including the other's local area. This is the best way for advertisers to cover these two important, rival markets.

3. USE *BOTH* STATIONS IN COMBINATION.
WRR, Dallas and KFJZ, Fort Worth are connected by permanent lines making it possible for advertisers to broadcast simultaneously on both stations or at different times —at one talent cost.

Both stations are affiliated with the Texas State Network and the Mutual Broadcasting System.

NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

'Gleichgeschaltet'--Fate of Europe's Radio

Planes Bombed or Parachutists Seized Stations as First Quarry

By HERBERT ROSEN

IF NOT BOMBED out of existence, then 'gleichgeschaltet' or brought into conformity with the plans and ideology of the Nazi conqueror—that's what has happened to most of Europe's broadcasting systems and plants, including some of the finest installations in the world. Mr. Rosen, onetime representative in Berlin and Paris of various American transcription and program producers, recently arrived in this country and has re-established his Radio Press Service in New York. Here he reviews the effects of the war on European broadcasting in general and certain of the more important stations in particular.

THE WAR in Europe has had a devastating influence upon the radio field there, not only bringing to a standstill but practically destroying one of the most prosperous and thriving of the European industries. The ruthless destruction involved an enormous loss, running into the millions, and it has put an end to the creative activities of many individuals forced to see the work of their lifetime wiped out of existence.

It is well known that the setup of radio in Europe was quite different from the American. The main difference consisted in the fact that in Europe there were practically no private radio outfits. All stations are owned by the State.

In the course of the last few years before the war the radio gained fast in importance as an instrument for propaganda. In nearly all the European countries there were radio stations and Broadcasting Houses — some not quite finished at the beginning of the war—which could compete in size and beauty with the most modern radio studios here in America. But today there is not much left of all this—with the exception of Germany, of course.

Radio Trained Parachutists

In an invasion it was always the task of the advance guards, and even of the troop-protecting bombers, to put the radio stations out of commission, so that they will not be able to send out news or information. Even if a station escaped bombardment, it was usually destroyed by its own people who would rather blow it up than see it fall into the hands of the enemy. But the latter course was not always possible.

Radio played a much more important part in the German conduct of the war than is commonly supposed. The German troops tried always to get hold of radio stations before they could be destroyed by the defenders, so as to use the sender for the distribution of their faked news and to frighten the population into a panic. Specially trained parachutists had to take the station by surprise. Incidentally, these parachutists were in most cases trained radio technicians.

Confiscate Everything

The Germans used a similar technique in occupying studios in the invaded cities. Broadcasting houses were always among the first buildings to be occupied by invading troops. Here, also, trained radio experts were among the troops who took charge. The Germans went so far as to confiscate all the interesting and important material they could lay hands on and to send it to Germany. The director of one of the greatest French private transmitters told me that the Germans had cleared away all the materials from every radio station in Paris, including very fine record libraries, which contained rarities that can never be replaced.

The same happened to the different transcription and program firms in Paris, where all the sound-recording cars were confiscated. The Germans were, of course, mainly interested in finding some propaganda material which they could use for their own transmissions over the shortwave stations in foreign languages. One gained the impression that here also everything had been worked out beforehand and that everything was done according to well-organized plan.

If we look at Europe today, we will not be able to find many stations which are not completely under the German influence. In occupied France there is only Radio-Paris still working, and it gives one a queer feeling to hear the announcer there saying: "Hier die deutschen Sender mit Radio-Paris" ("This is the German broadcast of Radio-Paris"), followed by announcements, music and news bulletins in German.

Vichy Under the Heel

All other stations in the occupied zone have been silenced, but the Vichy Government is trying to organize a new radio service in the unoccupied zone, with the nine stations "graciously" granted to them by the Germans. They are only allowed to send a "unified" program which is composed in Marseille and automatically accepted by all the other stations. Their sending time has been limited to 7 a.m. to 9 p.m. and their power has been greatly reduced. Needless to say, their programs are entirely German-influenced and the stations were mouthpieces for Nazi propaganda.

Radio in Belgium has suffered greatly. The small private radio stations were either destroyed or closed when the war broke out. There were only a few officials who, upon the general exit of Belgium, were foresighted enough to take the more valuable parts of their stations, as tubes, etc., with them when they departed. The beautiful new broadcasting house of the Institut Nationale Belge de Radiodiffusion in Brussels, which had been inaugurated in April, 1939, is partly destroyed today, after the German bombardments of the city. Its Broadcasting House had not only the largest transmitter-room in the world, but also the third-largest concert hall in Europe.

When I visited the station in April, 1939 and expressed my delight over the size and beauty of the building, the director remarked:

"What's the use. The house is beautiful and we have worked over the plans and sketches for more than three years. We have travelled through the whole world and have consulted the leading technicians and experts in the radio-acoustic field and we can proudly say that it is today really the most perfect Broadcasting House in the world.

"But then there will be a small plane that will some day drop just one single bomb and everything will be gone." Unfortunately, the man was right. That is what actually happened. This is not so very strange since the all-white building was situated on a hill and bound to attract any pilot.

Nazis Use Luxembourg

Many may be astonished to hear that the powerful and commercially operated Radio Luxembourg was spared from destruction and that it is today one of the most important German radio stations. Radio Luxembourg was forced to abandon broadcasting in September, 1939 at the outbreak of hostilities, as the first battles were fought around Luxembourg's frontiers. The main studio which had been in Paris and from where "in peacetime" the broadcasts used to be carried to Luxembourg by wire, was immediately requisitioned by the Frenc Government and used for Frenc propaganda broadcasts.

The Luxembourg Broadcasti Co. tried, of course, to gain perm sion from the French and from t German Government to reop their station, but it was ne granted. So the operators got t idea of putting their station at t disposal of Geneva and operati it under the auspices of the R Cross. The matter was nearly s tled when, suddenly, in May, 19 the Germans began their big offe sive and invaded Holland, Belgiu and Luxembourg.

The Luxembourg transmitt building was occupied by Germ parachutists at dawn—there w no resistance to be expected in small a country—and Radio Lu embourg is today hooked up wi the German transmitters.

The Germans use this statio which can be heard particular well in England, for propagand broadcasts to that country. Fr music the Nazis use Americ transcriptions, which they fou either in Luxembourg or at Rad Normandie (such American mus libraries as that of Standard B dio). A Swiss radio paper co mented: "The song is the sam only the tone is new".

Dutch Won't Cooperate

Radio in Holland suffered great deal. In that country the were five different broadcasti companies. They selected their pr grams mainly from a confessiona viewpoint, but nevertheless the cooperation was excellent and the work successful. The Dutch pr grams were the most popular Europe for nearly 20 years. B the invading Germans believed th individuality and freedom were u desirable for the Dutch, and the soon dissolved all the broadcasti companies, putting in their plac one single State-owned organiza tion.

In December, 1940 Arthur Seys Inquart, the Reich-Commissione for the Lowlands, decreed that th construction, maintenance and e ploitation of all radio transmitte in occupied Holland are subject t the exclusive control of the Germa Government. By a further decr of March, 1941 that the organiza tion and the execution of all pr grams is exclusively in the hand of the German Government.

It is quite natural that the Dut resented this "reorganization". I the past listeners would send voluntary contribution to the broa casting company they preferred, yearly or monthly installment Many million florins were collecte in that manner and the Dutch sen ers had, even if their building were not colossal, very luxurious decorated studios with valuabl pictures, sculptures and antiqu furniture.

The Germans have now ordere

(*Continued on page 22*)

Southeast Outside Normal Time Zone

Other Regions Will Return to Standard Zone Sept. 28

CLOCKS in daylight saving time areas, except in the Southeast, will turn back to standard time Sept. 28 when the customary daylight saving season ends, it was indicated last Tuesday by Chairman Leland Olds, of the Federal Power Commission.

The Southeast, because of an existing power emergency growing out of an early-season drought and huge demands for electrical energy by aluminum plants, will be the only area in the country adhering to fast time during the fall and winter, unless individual localities desire or are called upon by the Federal Government to do so, Chairman Olds indicated.

Committee Delay

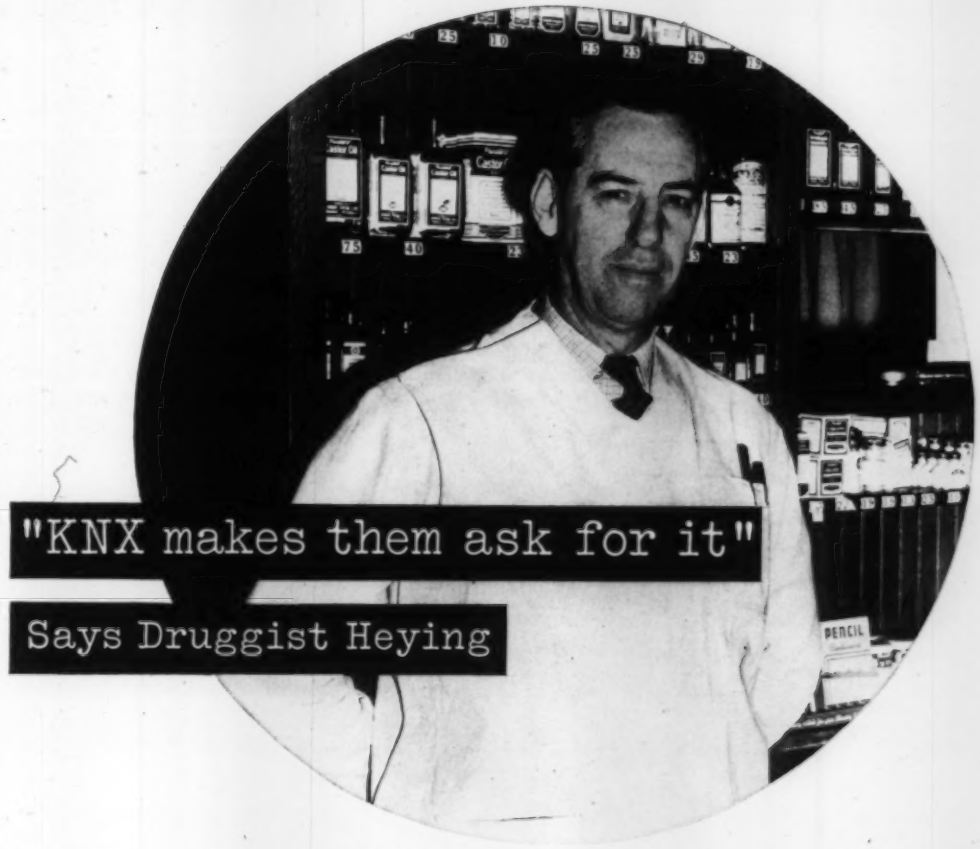
With the DST season drawing to a close, it is becoming increasingly evident that legislative proposals designed to provide wartime daylight saving time probably will get little attention from Congress until next year. At best the House Interstate & Foreign Commerce Committee will not get around to give further consideration to any DST proposal until latter September, since the House is in recess until Sept. 15. Several weeks ago the committee completed hearings on a White House-backed bill authorizing the President to blanket individual regions with daylight saving time when the need arises.

Chairman Olds stated that the FCC would not call for continuation of DST in any region "unless there is a real power emergency" in that area. He added that the situation in the Southeast would be restudied to determine whether the fast time would be necessary through December, as now contemplated.

Before the House committee concluded its hearings on the DST question, it was evident that President Roosevelt's recommendations had brought about the establishment of daylight time where needed, and that legislation probably would be unnecessary. So far as broadcasters are concerned, neither the principal pending proposal nor the regional observance of DST, following White House hints that it would be a good thing as a defense production expedient, will solve their semi-annual programming headaches. Industry spokesmen have indicated the only solution would be establishment of a system of universal daylight time.

BC's Five in New York

B.C. REMEDY Co., Durham, N. C. (B.C. Headache powders), on Sept. 1 started a 52-week schedule of participations and spot announcements on the following New York stations: WOV WABC WOR WHN and WBNY. Agency is Chas. W. Hoyt Co., New York.



O. W. Heying runs a thriving pharmacy in Anaheim, California. He has run it since 1909, but he has kept pace with modern techniques of selling.

People state their demands by brand name nowadays—and in Southern California it's KNX that does the biggest job of establishing brand preference.

Druggist Heying puts it this way: "When a product is advertised on KNX, my customers ask for it here in the store right away."

KNX
LOS ANGELES
50,000 WATTS

People on the retail sales front know the demand that KNX creates. They're face-to-face with consumer reaction to KNX's power to sell. They pick KNX as best bet in the West's richest market—because KNX reaches most people.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, and San Francisco

ONLY

PRESTO

GIVES YOU THIS

A Glass Base Recording Disc With Two Holes

. . . A center hole protected by a brass eyelet to insure a snug, concentric fit on the turntable shaft and to prevent chipping when the disc is removed from the table. Unprotected center holes start cracks, cause "wows".

. . . A second hole for the drive pin that is vitally necessary to drive your cutting mechanism without slippage. Lack of a positive drive causes imperfect grooving, ruined recordings.

These exclusive features together with the extra thickness of the base make the Presto Glass Disc as safe to handle as an ordinary transcription.

Recording Engineers tell us that Presto glass discs give a better quality of reproduction, less surface noise because of their extra smoothness and rigidity. They are worth trying at your station. Ask your distributor for a sample shipment today.

IMPORTANT NOTICE: If you are using Presto recoated aluminum discs as well as glass discs, ask your distributor for our new thin rubber turntable mat. The thin mat compensates exactly for the difference in thickness of the discs, keeps the adjustment of your cutting mechanism and needle angle correct for both types. You will receive a thin mat without charge with your first order for Presto Glass Discs.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone: ATLANTA, Jack 4372 • BOSTON, Bel 4510 • CHICAGO, Har 4240 • CLEVELAND, Mi 1565 • DALLAS, 37093 • DENVER, Ch 4277 • DETROIT, Univ 1-0180 • HOLLYWOOD, Hil 9133 • KANSAS CITY, Vic 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel 4218 • PHILADELPHIA, Penny 0542 • ROCHESTER, Cul 5548 • SAN FRANCISCO, Yu 0231 • SEATTLE, Sun 2560 • WASHINGTON, D.C., Shep 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

'Gleichgeschaltet'

(*Continued from page 20*)

that each listener has to pay a monthly due—there is nothing "voluntary" in Germany—but it seems that they cannot get even the tenth part of what was contributed in the past.

Heroism in Poland

If we look further around Europe today, we see the same picture. In Poland only the Warsaw station is working, all the others have either been destroyed or shut down. Of the director of the Krakow radio station, Bronislaw Winiarz, the following story is told:

In September, 1939, Krakow was one of the main objectives of the German drive on Poland. Though the battle was raging for the beleaguered town, Winiarz stayed at the microphone calming the population and encouraging the troops. Even when the German soldiers had entered Krakow, he did not admit the fact at his microphone, but kept on goading the defending Poles to new assaults on the enemy. When the radio station was surrounded and the Germans started occupying the plant, he barricaded the door to the sending room, withholding the Nazis for a while. Finally they broke the door in and the microphone went silent. Bronislaw Winiarz had died in his radio station.

In Yugoslavia and in Greece there are no radio stations working at the moment, but the Germans are erecting new temporary stations. Nothing has been destroyed in countries which were invaded "peacefully", like Denmark, Bulgaria and Roumania, and their radio stations have remained intact, even if the program selection and the news bulletins, like the press in these countries, are carefully chosen to please the Nazis.

No Voice But Germany's

Principally all radio stations are "gleichgeschaltet" and there is actually—except for Great Britain—no voice in Europe but Germany's.

That is shown very clearly in longwave transmission, which exists in Europe along with short and medium waves. Before the war there were 12 stations: Droitwich (England), Zeesen (Germany), Hilversum (Holland), Karlundburg (Denmark), Lahti (Finland), Leningrad (USSR), Moscow (USSR), Motala (Sweden), Oslo (Norway), Radio Paris (France), Radio Roumania and Radio Luxembourg. Of these stations, Hilversum, Karlundburg, Luxembourg, Oslo and Radio Paris (are now in German-occupied territory and broadcast the same program as Zeesen, whereas Lahti, Motala and Radio Roumania are completely under German influence. Thus there are nine stations over which Germany broadcasts its propaganda day and night and which "cover" completely the British Droitwich and the two Russian senders.

This gives you a fair picture of the broadcasting situation in Europe today. The neutral countries, especially Switzerland, though they try their best, are not powerful enough to counteract effectively the huge German propaganda net, and they have to follow the rule laid down for them by their respective Governments: to retain their neutrality. This rules makes a program selection that is up-to-date extremely difficult.

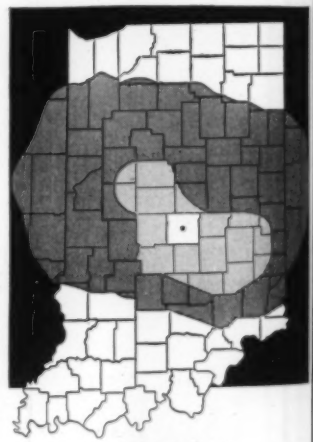
Freedom of the radio in Europe had to perish wherever the Germans appeared.

Pacquins on Coast

PACQUINS Inc., Los Angeles (hand cream), on Sept. 28 starts sponsoring the twice-weekly quarter-hour program, *Speaking of Glamour*, on 6 NBC-Pacific Blue stations (KECA KGO KFBI KWG KERN KOH), Sunday, 11:15-11:30 a.m.; Wednesday, 5-5:15 p.m. (PST). Contract is for 22 weeks. Frances Scully, commentator, besides relating true life love stories of film and radio stars, will also discuss current Hollywood fashions. Hal Gibney, NBC announcer, is to give the male's slant on fashion trends. Agency is Wm. Esty & Co., Hollywood.

LEO M. HOWARD, formerly merchandising and promotion director of KOAM, Pittsburg, Kan., has joined KFBI, Wichita, in a similar capacity. Bob Gadberry, also formerly of KOAM, has joined KFBI as sportscaster.

KILO are the call letters assigned to the new regional in Grand Forks, N. D., authorized Aug. 22 to Dalton L. LaMasurier [BROADCASTING, Sept. 1].



HERE'S INDIANA

★ Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts — non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

★ ★ WIBC ★ ★

INDIANAPOLIS

Mutual Broadcasting System

Represented by HOWARD H. WILSON CO.
New York, Chicago, Kansas City

Effective Point-of-Sale Merchandising Lauded as Means of Stimulating Sales

EFFECTIVENESS with which radio advertising can be supplemented and merchandised with point-of-purchase material was emphasized at a point-of-sale symposium of the 14th annual National Food Distributors Assn. at the Hotel Sherman, Chicago, Aug. 20-23. NFDA is an organization of food companies—such as Best Foods Corps., Kraft Cheese Co., Standard Brands, etc.—who, with completely stocked fleet of trucks, take orders and distribute to individual grocers in one operation.

Porter Leach, merchandising and advertising consultant of New York, chairman of the symposium, explained that "there is a great need for coordination between local and national advertising, and the NFDA is endeavoring to evolve an intelligent plan of point-of-sale merchandising to make the advertiser's local expenditures in radio more resultful and profitable. Case histories of successful radio campaigns tied-in closely with local store promotion were cited.

Citations of Success

Edward Sajous, executive secretary of the Point-of-Purchase Institute, gave an example of a retailer who checked his store display of a well-advertised domestic wine before and after a series of local spot announcements. The first week, sales rose 9%. The second week, however, when radio advertising and his point-of-purchase displays were coordinated, sales increased 52%. Another example was given of a semi-local brewery, that, during the second week of sponsorship of a local newscast, coordinated point-of-sale displays with the program, and checked a sales increase of 76%, according to Mr. Sajous.

Albert Dane, sales manager of John E. Cain Co., Boston, manufacturers of mayonnaise products, related two-week check-up of sales in New England territory in connection with participations on the Yankee network *Marjorie Mills* program, showed a 7% increase over the preceding two weeks. Two weeks later, Mr. Dane said, when the company tied in their radio program at point-of-sale, used window stickers, counter and floor displays, their sales increased 51%.

Another example cited of the effectiveness of store displays, when tied-in with radio advertising, was the NBC-Red *Fibber McGee & Molly* program sponsored by S. C. Johnson & Son, Racine. The sale of Johnson's wax in a group of test stores was checked for a three-week period—results showing a normal increase. The following three weeks, when large life-like cut-out displays of Fibber and Molly on a bicycle on which a wire basket had been attached to hold a considerable number of cans of the product were displayed in a prominent position in a hardware store, the resulting increase of sales in the store in which the test was being made amounted to 109% over the previous three weeks.

A number of other examples were cited—all aimed to indicate how radio programs lend themselves to point-of-purchase merchandising, and a number of pieces of effective point-of-purchase cut-outs were demonstrated at the symposium.

Wurlitzer Placing

RUDOLPH WURLITZER Co., Cincinnati (musical instruments) has placed five-minute transcribed programs five times weekly on WGN, Chicago, and WEBR, Buffalo; six weekly on WWJ, Detroit; five five-minutes and quarter-hour weekly on WBNS, Columbus; quarter-hour six times a week on WMCA, New York. More stations will be added according to Schwimmer & Scott, Chicago, the agency.

IN SEARCH of a new transmitter site, KGER, Long Beach, Cal. is taking field measurements on land and water throughout Southern California. Here is Chief Engineer Jay Tapp aboard a yacht off Long Beach, taking measurements.

JANET McRORIE, editor of the NBC continuity acceptance department, is author of an article on "Premium Offers" in the July *Premium Practice* Magazine, reprints of which are available from the NBC promotion department.

Annual Lutheran Series To Exceed 300 Stations

THE Lutheran Laymen's League, St. Louis, has announced that its Sunday *Lutheran Hour* will resume Oct. 19 not only on 126 or more stations of MBS but also via transcriptions on 175 or more additional stations in this country and in Alaska, Hawaii, the Philippines, China and several Latin American nations. Contracts, placed by Kelly, Zahrndt & Kelly, St. Louis, are for 26 weeks, and call for 1:30-2 p.m. (EST) on eastern stations and 4-4:30 p.m. on western stations. Some stations will take the program off the line and rebroadcast it later in the day.

As in the past the program will consist of an address by Dr. Walter A. Maier, noted Lutheran educator, and choral music by the Lutheran Hour Chorus, male singers from the student body of Concord Seminary where Dr. Maier is professor of Semitic languages.

3 WINNERS FOR SALE

LATE EVENING NEWS—

Most listened to during these critical times, are news programs (as proved by a recent radio poll). Therefore, WHEC has made available a late evening news period—particularly valuable because time differences cause many important news flashes to come through during the evening hours.

Bill Despard and Ross Woodbridge, popular WHEC announcers, alternate evenings in the presentation of this program, making use of WHEC's excellent news-gathering facilities, both locally and INS.

10:45 TO 11:00 EACH WEEKDAY NIGHT

MERRY-GO-ROUND—

Like the real article a ride on Ford Cowing's Merry-Go-Round is a continuous round of fun.

The purpose of this program is informal entertainment,-jokes, local items, etc. plus transcribed music (sometimes by request). "Hellos" from soldiers on leave add the patriotic touch.

Merry-Go-Round comes in attractive 15-minute packages, flexible and full of personality, with a ready to use audience thrown in.

11:15 TO 12:00 EACH WEEKDAY NIGHT

THREE MEALS A DAY—

More than just a recipe program. Charlotte Edwards does just what the title implies—plans three complete meals a day. Practicality is the watchword and the menus are skillfully coordinated to take advantage of the previous day's leftovers.

The recipes are not given on the air but are offered free with menus upon request, giving a mail and phone response that amounted during the first two weeks to almost 500 requests.

4:00 TO 4:15 P. M. MONDAYS THROUGH FRIDAYS

For Further Information Write Paul H. Raymer Co. Or Wire WHEC Collect

Representatives
PAUL H. RAYMER CO.
New York - - Chicago
Detroit - - San Francisco

WHEC

ROCHESTER N. Y.
BASIC CBS

Transmitters Delivered Eight Stations by WE

DELIVERY of eight new 5,000-watt transmitters to standard broadcast stations during the last few weeks, from the assembly line at Western Electric's specialty products shop at Kearney, N. J., was announced last week by F. R. Lack, specialty products manager. The transmitters went to WJAR, Providence; KHJ, Los Angeles; WRR, Dallas; KFJZ, Fort Worth; WGES, Chicago; KFUO, St. Louis; WIBA, Madison, Wis., and KOAC, Corvallis, Ore.

Production activity was ascribed to more numerous power increase authorizations by the FCC. Western Electric said the FCC apparently is mindful that "expansion of the nation's radio communications represents a vital adjunct of the national defense program" and that it has therefore authorized a great many smaller stations to step up to 5,000 watts or more.

Eichenberger Named

JACK EICHENBERGER, for the last 17 months assistant news editor of KGW-KEX, Portland, Ore., on Aug. 25 was named manager of public relations and research for the two NBC outlets by Managing Director Arden X. Pangborn. In addition to his new duties, Mr. Eichenberger for several months has handled public relations work for the stations.

Mr. Eichenberger

Radiotunes Appointments

ELMORE WHITE, professional manager of Radiotunes Inc., BMI subsidiary, has announced the appointment of Charles Gordon as a member of the New York staff; Jack Perrin as manager of the Chicago office and Alan Ross as manager of the Hollywood office.

Harrel Joins WBEN

CHARLES T. HARRELL, formerly of the University of Minnesota radio station, WLB, and more recently with the Library of Congress in research and radio production work, is now a member of the staff of WBEN, Buffalo, in charge of public service programs. Mr. Harrell is the originator of the NBC-Blue *Hidden History* and wrote, directed and produced *Books and the News* now being presented via transcriptions over 300 stations under the auspices of the Library of Congress. Another Harrell production is *Our Town, Its Story*, two of the first public Health defense shows sponsored by the U. S. Public Health Service now on numerous stations in Army camp areas.

HAVING dropped his application for a new 1,000-watt station on 1600 kc. in Ann Arbor, Mich., James F. Hopkins, operator of WJBK, Detroit, has reapplied to the FCC for a 1,000-watt daytime outlet on 1050 kc. in that community

License Renewal For WGST Asked

Georgia Tech Files Petition; Lucas-Jenkins Proposal

FOLLOWING continuance of the hearing scheduled Sept. 3 for an FCC inquiry into the management contract under which WGST, Atlanta, is operated, the Georgia School of Technology, license of the station, last week filed a petition for renewal of license either under the present management-contract basis or on condition that the contract be terminated and a new arrangmenet made restoring control of the station to the university.

WGST since 1930 has been operated by Sam Pickard, former Federal radio commissioner and one-time CBS vice-president, and Clarence L. Calhoun, Atlanta attorney, under a contract dated to run until 1950 whereby they pay the university 10% of the station's receipts. Negotiations between Georgia Tech representatives and the management have been under way for some time looking toward adherence to the FCC's requirement that the licensee be restored to control of the station. The station, it is stated, has been earning a net profit of $150,000 annually in recent years.

Lucas-Jenkins Offer

These negotiations, it is reported, are still in progress, but in the meantime the regents of the university have received another offer to manage the station. This came from Arthur Lucas and William Jenkins, Georgia chain theatre operators who are also identified with the ownership of WRDW, Augusta; WMOG, Brunswick; WLAG, LaGrange, and WSAV, Savannah, all in the State.

According to the proposed Lucas-Jenkins contract filed with the Commission, they would agree to operate the station under a salary of $10,000 a year, $5,000 to each, guaranteeing $30,000 a year to Georgia Tech plus 25% of the station's net income. Their contract, it is stipulated, would be cancellable if the payments to the school amount to less than $50,000 a year.

AT REQUEST of applicant, the FCC has dismissed without prejudice the application for the proposed sale of KSAM, Huntsville, Tex. to J. C. Rothwell, manager, and W. J. Harpole, commercial manager [BROADCASTING, Aug. 25].

Powered for Penetration

New transmitting equipment . . . new towers . . . 5000 watts day and night . . . unusual listener loyalty . . . a reputation for results . . . all add up to this significant sales fact . . .

WHIO IS THE DAYTON MARKET

BASIC CBS G. P. HOLLINGBERY CO., Representative

WHAT *about* WATTS?

5,000 is 5,000 say some. But, those familiar with radio engineering *know* that 5,000 at 570 kc. can match theoretical 100,000 to 480,000 watt stations at higher frequencies. In New York the low 570 frequency is occupied by WMCA with enough power (5,000 watts) to reach 12,500,000 people. That's why WMCA is New York's buy.

Propaganda Probe In Senate Delayed

Movies to Take Stand First; Radio May Await November

SENATE hearings to look into the alleged use of radio and movies to spread pro-war propaganda have been postponed to Sept. 9, according to an announcement last Monday by Senator D. Worth Clark (D-Ida.), chairman of the five-man subcommittee of the Senate Interstate Commerce Committee conducting the probe.

Originally scheduled to start Sept. 2, the hearings were postponed a week at the request of Wendell L. Willkie, 1940 Republican Presidential nominee and newly-retained counsel for motion picture interests invited to testify at the proceeding.

With a group of 15 motion picture producers, led by the film czar, Will H. Hays, invited to participate in the hearings, it is thought the movie side of the proceedings will consume at least a month. Radio witnesses, probably to include network representatives, NAB President Neville Miller and several radio commentators, will not be called until this phase of the hearing is completed.

Radio in November

The recent postponement will push the start of radio testimony into October, and with the hearing possibly to recess during that month it is thought broadcasting witnesses may not be called until some time in November [BROADCASTING, Aug. 11, 25, Sept. 1].

The Senate subcommittee is holding the hearings under a resolution, introduced Aug. 1 by Senators Bennett Clark (D-Mo.) and Gerald P. Nye (R-N. D.), calling for a far-reaching committee investigation of the alleged use of radio and movies to spread propaganda.

Additional attention was focussed on the coming proceedings when it was announced that Mr. Willkie, titular GOP head and a leading advocate of aid to Britain, had been retained as counsel by the motion picture group. Observers forecast a fast-moving duel between Mr. Willkie and Senate isolationists.

The first fireworks of the proceeding developed recently when Jimmy Fidler, Hollywood radio commentator and movie columnist, turned down a subcommittee invitation to testify, maintaining that work would not permit his leaving Hollywood. The Senate group countered by issuing a subpoena calling for his appearance at the hearings.

Besides being questioned about various statements on propaganda and hatred films made in his daily syndicated column, it is understood he also is to discuss his claim that CBS tried to censor his script on the weekly *Tayton's Tattler*, sponsored by Tayton Co., Los Angeles (cosmetics), which recently was cancelled on CBS and shifted to 14 MBS-Don Lee stations [BROADCASTING, Aug. 25, Sept. 1].

Disguise for Games

IN ADDITION to supplying regulation uniforms for their correspondents in the field, broadcasters have been asked by the War Department to camouflage their mobile operating equipment used in covering the Louisiana war maneuvers. The suggestion, advanced in a letter signed by Jack Harris, news and special events director of the Radio Section, War Department Bureau of Public Relations, was accompanied by the explanation that once broadcast crews arrive on the field of action, they will be subject to the jurisdiction of commanding generals, who will discourage the movement of mobile broadcast units into front lines unless they are well camouflaged to prevent spotting by airplanes. It was recommended that the radio cars be painted gray or drab like Army vehicles.

Lorillard News

P. LORILLARD Co., New York, which sponsors the CBS *Don't Be Personal* program on the West Coast for Beechnut cigarettes, on Sept. 15 will sponsor the Monday through Friday 7:45 p.m. news broadcasts by Fulton Lewis jr. on WHN, New York, in the interests of the same product. Lewis, in addition to his broadcasts on MBS and on WOL, Washington, for a local sponsor, started on WHN Sept. 1 [BROADCASTING, Sept. 1]. Agency for Beechnut cigarettes is Lennen & Mitchell, New York.

Wallace Aids Columnists

VICE-PRESIDENT Henry A. Wallace has agreed to assist Drew Pearson and Robert S. Allen, famed *Washington Merry-Go-Round* authors, in selecting a "Watchword for 1941 America" on their Sunday night broadcasts on NBC-Blue. Pearson and Allen, offering no cash or other prizes, are simply asking listeners to send in their suggestions for a new "watchword" for the country to use during the present crisis. Each week Vice-President Wallace will make an appearance on the program with Pearson and Allen to select and announce the best slogans.

KINY

"The Friendly Voice of the Capital"

43% of all persons questioned in a recent comprehensive survey, said KINY is received best. The remaining 57% indicate about equally divided among other three stations.

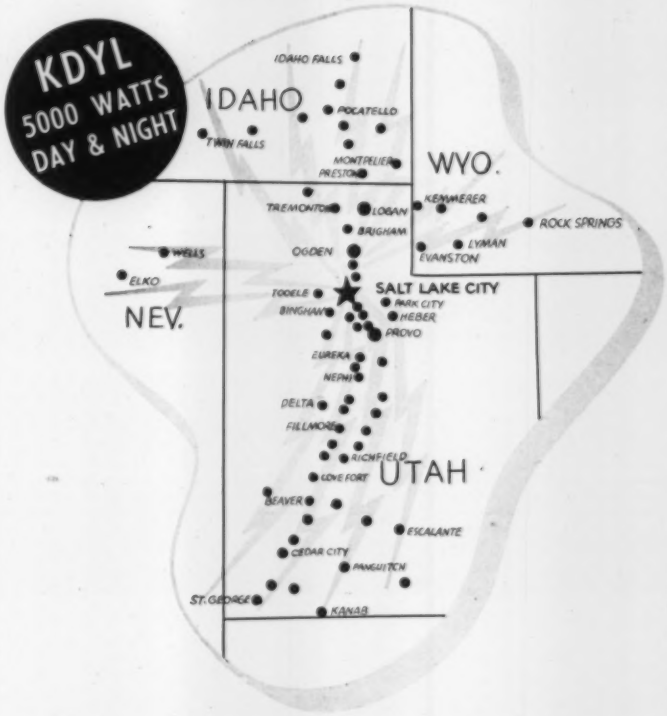
Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

SALES PATTERN
for the
INTERMOUNTAIN
MARKET



The 785,000 people in this heart of the intermountain market are largely concentrated in the fertile farming valleys and busy industrial cities along a north-south line.

KDYL's new 5000-watt *directional* broadcasting pattern fits the population setup like a glove. Ample power, directed where it does the most good!

KDYL

THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY
National Representatives

SALT LAKE CITY

NBC's Latin American Hookup Completed With 92 Stations

Royal Returns From Tour of Nations to South; Many Affiliates Sign Gentlemen's Agreements

COMPLETION of arrangements for a 92-station Pan American Network to rebroadcast programs shortwaved from the United States by NBC's international stations WRCA and WNBI was announced last Tuesday by John F. Royal, NBC vice-president in charge of international relations, who the day before had returned from a six-week, 20,000-mile air tour of Latin America.

These new affiliates, many of which are linked into national networks in their own countries, include about 75 longwave and 15 to 20 shortwave stations, Mr. Royal said, explaining that NBC had dealt with the key station owners and had let them handle negotiations with the other broadcasters in their countries.

Gentlemen's Agreements

The network, when completed, will include at least one outlet in every country in Central and South America, he said. Some of the stations are still in the construction stage, but all have permission to build transmitters and all will be completed within eight or ten months.

Arrangements with the Latin American broadcasters are more in the nature of gentlemen's agreements than formal contracts, he explained, and contain no option time or similar restrictive clauses. They all run for one year and in effect give the stations the right to rebroadcast whatever they desire of NBC's shortwave sustaining programs while NBC is given the right to sell to American advertisers time on these affiliate stations at their regular rates, subject to their ability to clear time.

When such a sale is made, the station is to receive 70% of its card rate, 15% going to the advertising agency placing the business and another 15% going to NBC for its sales commission. For the present at least, Mr. Royal said, there are no minimum network requirements and an advertiser may buy any number of NBC's Pan American stations, from 1 to 92.

A few of the stations which NBC has signed up also are included in the CBS Latin American network, Mr. Royal said, adding that in these times of unsettled world affairs when both the United States and the European powers are competing for the goodwill of Central and South America it is more important to get United States news and entertainment into Latin America than to worry about whether the programs originate in the studios of NBC or CBS.

He expressed particular concern over the news situation, stating that news broadcasts from England and from the Axis countries are rebroadcast by South American stations on paid time and that these programs are also announced in paid space in the local newspapers. When a station receives its news on a paid basis, it can scarcely be expected to take news from another source and broadcast it as sustaining material, he said, declaring that the United States, either through business companies or government agencies, should do the same thing.

"We are still trying to sell our shortwaved news periods," he said, stressing the word "trying," but adding that the important thing is to get the "objective news" of the United States news agencies on the air over local Latin American stations, regardless of whether it is paid for by Government or private funds or whether it is shortwaved and rebroadcast or originated locally. There are a number of programs of UP and AP news already being broadcast on individual stations for American sponsors, he said, but he declared that such broadcasts are all too few to compete with the flood of European "propaganda news".

How They Feel

Despite this overbalance of news from abroad, Mr. Royal stated that with certain isolated exceptions the people in most of the cities he visited seemed to be inclined to favor the democracies rather than the Axis nations and that while there are still some newspapers and radio stations with completely Axis editorial policies, they seemed smaller in number and influence than before. President Roosevelt is the most popular figure in Latin America, he said, stating that 11 stations below the border picked up and rebroadcast NBC's shortwave transmission of the President's Labor Day address.

Such programs NBC will continue to offer all Latin American stations, whether or not they are affiliates of the NBC Pan American network. The network itself will be inaugurated with a special program Oct. 12, Columbus Day. The Brazilian Network will be saluted Sept. 7 and the Mexican Network Sept. 18.

A FANCY PLANT is that of KYOS, Merced, Cal., with two of its three sound wagons parked out front. The station wagons carry the latest RCA portable recording equipment, the KYOS portable transmitter, KRME, frequency monitoring equipment, and about $3,000 worth of testing appartus. The ears are in active use daily by KYOS, KHSL, Chico, and KVCV, Redding—all McClung broadcasting stations. The back of the KYOS sign is silhouette illuminated by fluorescent lights shining against the top structure of the building.

Now They're Easy!

PRESS ASSN., the Associated Press radio subsidiary, has published a new book containing a guide to the pronunciation of tongue-twisting foreign names. Designed especially for announcers and commentators, the 58-page book is called the *PA Pronouncer*. Material was compiled by Jules Van Item, noted Dutch philologist and chief of the NBC listening post, who says his system consists of strictly phonetic spelling, doing away with all pronunciation symbols. Supplemental guides will be carried on PA as the need arises.

MAN! WHAT A BUY!
KIRO SEATTLE
NOW 50,000 WATTS!
1. Only CBS outlet for Seattle, Tacoma and all Western Washington!
2. First and only Pacific Northwest station with 50,000 watts!
3. First super-power station in the entire West with directional antenna!

BLANKETS 84% OF WASHINGTON'S POPULATION

(Largest audience of any Pacific Northwest station)

Don't miss this radio buy! KIRO's new directional antenna, operating on 710 kilocycles and 50,000 watts, actually sends approximately *112,000 watts over salt water* towards the major population centers—adding thousands of new listeners. See for yourself why KIRO is the most economical buy . . . the outstanding station of the Pacific Northwest!

KIRO

50,000 WATTS • SEATTLE

Represented Nationally by FREE & PETERS, Inc.

INS

Don Martin, KOA, Denver, writes: "Happy to inform you that this week we have added three more commercial newscasts to our schedule, using INS reports exclusively."

INTERNATIONAL NEWS SERVICE

COMMENTATING RULES
Some Suggestions Offered
—By Quincy Howe—

SEPTEMBER issue of the monthly program booklet released by WQXR, New York, contains an article by Quincy Howe, WQXR news commentator, in which he lists ten "commandments for commentators." Commenting on them, Mr. Howe stated "If the list has no other result, at least it may lead somebody else to draw up something better."

Briefly the ten conmmandments are: Be yourself. Never prophesy. Name your sources. Develop a rounded and consistent point of view. Stick to one main theme in each broadcast. Converse, don't elocute or argue. Never listen to other commentators. Speak naturally. Admit your mistakes. Never draw up a list of commandments for commentators.

Perfume Series

COMPAGNIE PARISIENNE, San Antonio (Rhodius perfumes), has started its fall campaign with a list of 56 stations, to be increased to approximately 150 stations this month, according to Edwin A. Kraft, of Northwest Radio Adv. Co., Seattle. Daily five-minute periods are being used in the current campaign. The station list:

KIRO WDBO WCBD WPRO WAAF WAAT KMPC KQW WMMN WORL WKST KWJJ WSNJ WSLB WRVA WCFL KROW KFYR WCAR KSFO KSL KMA KYA KVOR KFEQ WPEN WOV KSAL KSOO WCOP WDEL WDGY WTAQ WSPR WMEX KWFT WSUN WFMD KVCV KVI WBAX KMYC WSOY WIZE WCLO WHBF WJAG WIND WCLE WCSC WBYN XEAC KINY XENT XELO XEMO.

KMPC Local Permit

AFTER six months of effort, the Los Angeles City Council has granted a permit for KMPC, Beverly Hills, Cal., to erect three new 300-foot directional towers and transmitter on a 20-acre North Hollywood tract. Present transmitter is located at Compton, Cal. Move planned will eliminate interference with KIRO, Seattle, which is overlapping on KMPC in the Southern California area.

WIBW Prepares

(*Continued from page 14*)

mechanized governor and the voltage regulator, very good voltage regulation is possible. In fact, under normal operating conditions, the auxiliary supply produces a more constant voltage than does the normal source of supply.

Maintenance routine is the same as used at the studio.

The machine under full load uses about 6 gallons of gasoline per hour.

Total cost at time of installation was $2,000.

While WIBW has never had a failure of the telephone lines connecting the studio and transmitter, some thought has been given to this possibility. In case of short interruptions a transcription turntable and set of transcriptions are provided at the transmitter as well as microphone facilities. A small office room is available for use as a studio. All-wave receivers are also located in a specially designed room at the transmitter building so that in case of CBS wire trouble other CBS stations could be rebroadcast. In the event it is desired to form a link between the studio and transmitter for a longer period of time, the high frequency relay broadcast unit is put into service.

A combination of these auxiliary facilities makes WIBW completely independent of equipment which is not under the control of the station engineer.

Sunway Test

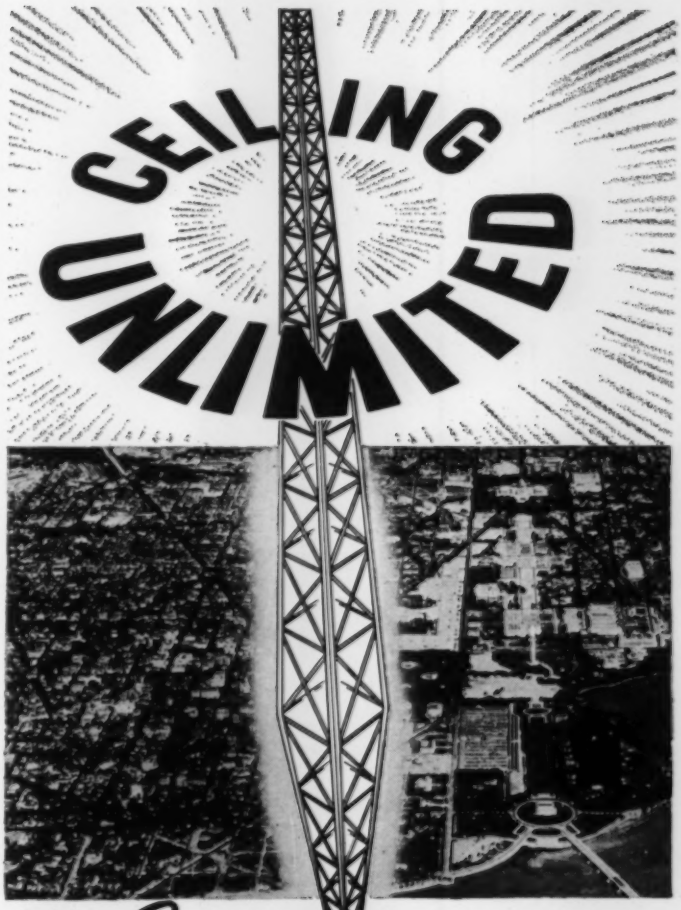
SUNWAY FRUIT PRODUCTS, Chicago (Vitamin B complex), through its newly-appointed agency, Schwimmer & Scott, Chicago, is testing a quarter-hour thrice-weekly program on WLW, Cincinnati, and a five-minute six-weekly program on WJJD, Chicago.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK



AND *Growing* EVERY DAY

In the 1940 Census, Washington zoomed to 11th place . . . up 36.2%—and the A.B.C. trading zone soared to 1,017,693 . . . up 40.9%.

Since then, the tremendous defense program has brought and continues to bring NEW THOUSANDS to Washington week after week.

. . . And gov't statistics prove that Washingtonians have DOUBLE the per capita income of residents of other cities. More to spend.

"The sky is UN-limited" for Washington these days. You can't afford to pass up a market like this . . . not when you can cover it so thoroughly and economically through

980 KC. 5000 WATTS

WRC

WASHINGTON, D. C.

RED NETWORK • NATIONAL BROADCASTING CO.

Represented nationally by N.B.C. Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

Can a leop his spots?

With leopard-like swiftness less than a year ago KXOK changed its spot… di… kc. . . . swung to NBC Blue . . . increased its power to 5000 watts and g… 10… former coverage. The sales picture in the rich Mid-Mississippi Valley Ma…han… pletely overnight and constantly broadened in scope with rapid leopard-lik…s un… KXOK holds an enviable record for sales results. With these gains assure… KXO… tisers today and with certainty of greater gains in the future there's no s…ace… advertising investment. Here's a leopard that really changed his spots! …y no… yours with KXOK?

KXOK

NBC BASIC BLUE STATION ★ ST. LOUIS, MO. 630 KC 5000 W… DAY

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO AFFILIATED …U. CO…

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

rd change

spot dial to 630
and 10 times its
Mar anged com-
d-li s until today
sure XXOK adver-
no s ace for your
ots! not change

WDAY & NIGHT
ED U, COLUMBIA, MO.

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: $5.00 per year—15c a copy • Copyright, 1941, by Broadcasting Publications, Inc.

Pincers—Radio Version

TO THEIR CHAGRIN, broadcasters are learning that pincer movements are being deployed in radio regulation as well as on the battlefields of Europe. For what else is that multi-sided attack, striking at purported chain monopoly, newspaper ownership, multiple ownership and even discriminatory taxes?

Oldtime defenses, designed to stave off recurrent waves of a frontal attack, are outmoded as against the pincers technique, which employs thrusts in one direction and another with spearheads ultimately converging on an objective. An entirely new defense technique, founded on mobility, has to be developed.

Broadcasting is confronted with precisely that sort of opposition. Unless it develops an effective counter-offensive, it is going to give a little ground here and a little more there until finally a substantial chunk of its prerogatives has been surrendered.

The present tax situation is typical. The broadcasting industry commendably aroused the support of all advertising media in the all-out fight against the proposed Federal tax of 5 to 15% of radio's net time sales of $100,000 annually and over. Even FCC Chairman James Lawrence Fly hove onto the scene before the Senate Finance Committee, and urged elimination of the tax as it appeared in the House bill. But he countered with a proposal for a franchise tax on a "cost-of-regulation" basis which would nick the broadcasting industry for about $1,000,000 a year instead of an estimated $5,000,000 minimum in additional taxes.

Sprung as it was, the idea for a franchise tax has developed considerable support in Congress, and perhaps some within the industry, because from the dollars standpoint it represents a substantial savings over the sales tax proposed. The opening wedge was used to promote the compromise tax plan.

Without belaboring the pros and cons of a franchise tax, it nevertheless is interesting to appraise the procedure being employed in evolving the plan. Chairman Fly indicated the other day that he was planning to call in industry representatives for a roundtable discussion of the proposition, and that he thought something in the nature of a "cost-of-regulation" levy could be worked out.

As we remember our elements of Government administration, the Constitution specifies that all tax or revenue-raising legislation originates in the House. Where then does the FCC acquire the right to start the ball rolling on any sort of revenue measure?

The tax situation is no different from the chain-monopoly inquiry or the newspaper-divorcement foray or a half-dozen other maneuvers initiated by the FCC under its present regime. All fall in the category of new legislative activity, a function specifically denied administrative agencies and exclusively reserved to Congress.

The impact of war will result in increasing restraints and pressures upon all industry, radio included. But the intiative should come from those arms of Government to whom the responsibility is delegated, and not through improper assumption of power by subordinate agencies.

Radio's Bottleneck

A CRITICAL situation exists today in standard broadcasting because of the defense situation. The flow of raw materials for the manufacture of technical broadcast equipment, from microphone to transmitter, has virtually stopped. Even more serious is the fact that tubes and parts for maintenance purposes are not being produced in sufficient quantity to meet demand. For 1942 the outlook is practically a blackout.

Priority rating is the core of this predicament. A telegraphic survey made by BROADCASTING of the equipment field yields the same story—manufacturers cannot get materials and as a consequence men and machinery are being diverted to other defense pursuits favored with essential priority ratings. When present meager stocks are used up, broadcast operation will be in for a siege of gradual deterioration unless remedial steps are taken.

Six months ago [BROADCASTING, May 5] we undertook our first manufacturers' survey. The situation then was serious. The result was an improved priority rating (from B-7 to B-3) for broadcast equipment. But that hasn't meant a thing, because practically no materials have been allotted outside the Class A ratings reserved exclusively for defense pursuits.

Almost every day there appears new evidence of the reliance placed upon broadcasting by the Government as an essential arm of defense. More and more time on the air is being used by Government agencies to further the defense program. The Defense Communications Board has evolved plans to use the entire structure for air-raid warnings, morale-building, handling of communiques and announcements in the event of military emergency. Plans are under way for power increases to assure maximum coverage both day and night. The FCC is granting construction permits for new stations regularly, and power increases with other improved facilities no longer are rarities.

Thus an anomolous situation exists. How can new stations or improved facilities requiring practically new installations be placed on the air if the equipment is not available? Looking a few months ahead, how can facilities be maintained at maximum efficiency at the time they are most essential if parts, replacements and tubes are not being produced?

DCB, functioning closely with the FCC, has done an excellent job of planning mobilization of broadcasting for M-Day. But that portion of the job is utterly futile unless it is backstopped by production lines turning out the very equipment upon which the DCB's blueprints are patterned. The manufacturing industry is at wit's end in attempting to procure the essential priorities covering material, men and machines through regular OPM channels. If the Government is interested in perfecting its radio defense plans, then it seems to be up to the DCB and the FCC, as well as the military establishment, to see to it that broadcast equipment production lines begin moving again at full pace.

Guestitorial

TO TAKE THEIR PLACE

By HARRY BANNISTER
Sales Manager
WWJ, Detroit

WITHIN the last fortnight we entered about $1,000 worth of weekly broadcasting on our books, all from two accounts. One is a newcomer to radio and the other covers an item never before advertised over WWJ. This incident is cited because in my judgment it is symptomatic of current developments on the business side of broadcasting which will affect every station whatever its category.

We in the broadcast advertising business are today faced with conditions reminiscent of the pioneer days in that we are compelled to tap new fields and explore markets hitherto untouched, if we are to prosper or even to hold our ground in the period ahead.

For all those interested in the volume of advertising, the problem centers around the obvious fact that the country is prosperous as never before, but the exigencies of national defense necessarily are directing all this activity into channels that do not touch or affect advertising, except by indirection. After all there is no need of advertising tanks or dive bombers, excepting maybe that the English would like to know where some could be procured—in a hurry.

Furthermore, in order to properly mobilize our great productive facilities, manufacturers everywhere are concentrating on defense materials, with consequent curtailment or total abolishment of goods for ordinary consumer use. And many of these curtailed or abolished items have been furnishing the backbone and sinews of commercial broadcasting. So, what to take their place?

The degree to which we seek and find a satis-

(*Continued on page 30*)

We Pay Our Respects To —

CHARLES LAWTON CAMPBELL

MENTION the name of Charles Lawton Campbell in theatrical circles, and it's a two-to-one bet that someone in the group will immediately begin talking about the time he appeared in "Solid South", best-known of Campbell's dramatic works. He authored another Broadway success, "Isabella", in which Frances Starr played the title role of Madame Melissa.

Paradoxically, his present position as vice-president in charge of radio of Ruthrauff & Ryan was achieved not through his success as a dramatist but by the more prosaic path of advertising and selling.

Despite the plaudits reaped from his playwriting labors, Campbell pursued them strictly as an avocation and never allowed them to interfere with his Monday-to-Friday work as an advertising man. In fact, when he found that his radio responsibilities could no longer be shut up in a desk drawer and forgotten from Friday afternoon to Monday morning, he cheerfully chucked his playwriting out of the window. Well, not cheerfully, perhaps, but anyhow out the window it went.

Then, having turned his back on fame to pursue his chosen career of radio, he found himself at another cross-roads and unfalteringly abandoned security to continue his work with the medium which he believed then—and still does—offers the greatest opportunity for growth and development.

C. Lawton Campbell—he long ago cut the Charles to a mere initial—was born in Montgomery, Ala., April 17, 1896. Twenty years later he left Princeton, where he had begun his dramatic career with the Triangle Club and had also contributed to the literary magazine, and headed for Manhattan. For the next six months he was a reporter on the city news staff of the *Journal of Commerce*.

Deciding that writing advertisements would (a) entail less leg work and (b) produce more income than chasing news, in January Lawton joined the Van Cleve Adv. Agency as a copywriter, chiefly for the United States Rubber Co. But this was 1917 and in April the country and Lawton entered the World War simultaneously. For the next two years he served with the 27th Division of the AEF, spending 11 months overseas, six months under fire.

After the war he returned to writing copy for U. S. Rubber, this time as a member of the company's advertising department, where he remained for seven years, during the last few as director of all footwear advertising. Then, in January, 1927, he joined the Postum Co. as advertising assistant to Ralph Starr Butler. He was employed by this company, now General Foods, for 11 years, progressing from an assistant to vice-president in charge of merchandising of Jell-O, Swans Down Cake Flour, Minute Tapioca and other products.

One of Campbell's chief functions at General Foods was supervision of the company's radio programs, most important of which was the Jack Benny series for Jell-O. Benny had been on the air a little more than two years and was only fairly well known when he started for Jell-O in the fall of 1934. Five months later, under Campbell's supervision, the Jell-O program was the top show on the air, remaining in first or second place in the popularity surveys during the four years that Campbell had charge of the program.

For General Foods, Campbell also supervised the *Kate Smith Hour* for Swans Down Cake Flour and Calumet Baking Powder, the Stoopnagle & Budd series for Minute Tapioca and the Mary Margaret McBride series for that product, first single-product daytime program ever sponsored by General Foods, to select only a few of his more outstanding series. With such an enviable list of top-ranking programs, Campbell might have been considered to occupy an almost perfect position in radio.

Yet in 1938, disregarding the arguments of his friends, he left his secure berth with General Foods to join Ruthrauff & Ryan because the agency offered him a chance to devote his full time and energies to radio, a chance to work with all kinds of programs for all types of products.

During his regime as radio chief, Ruthrauff & Ryan's radio department has become one of the largest in the country, keeping pace with the agency's radio billings, which last year totaled more than $6,000,000 for network time alone, a sum topped by only three other agencies.

"Our greatest point of pride at Ruthrauff & Ryan", Campbell explains, "is the fact that we have never specialized on any particular type of radio presentation. Our present program roster includes everything from 50-word announcements to full-hour evening programs on nationwide networks, including daytime serials, musicals, news, comedy and variety programs, quiz shows, dramatic programs and such unclassified novelties—if programs who have so ably proved their value can be termed novelties—as *Major Bowes Amateur Hour, Vox Pop, Quiz of Two Cities* and *The Court of Missing Heirs*.

"At the present time we have 17 coast-to-coast programs on the air, in addition to many local and regional shows, including five Canadian programs of which three are broadcast in French, and a myriad of spot announcements. For the past two years we have had a man assigned to keep abreast of developments in television and when this new medium began its commercial career on July 1, a Ruthrauff & Ryan client, Lever Bros., was one of the opening day's television sponsors."

"Our credo," he continued, "is that radio's potentialities for advertising are almost limitless and that it is our job to find for each product the exact type of program best adapted to put it across."

Unmarried and a resident of midtown Manhattan, "to be handy to the theatres although I seldom find time to attend one," Campbell admits to no hobbies outside of radio. "When, as on Tuesday, we have seven programs on the air in New York between 6:45 and 10 p.m., and when I have to hear them all so I can discuss them in detail with the sponsor the following morning, I don't have much time left for other activities," he states, "and to tell the truth I can't think of anything else that would be half as interesting to occupy my time."

Personal NOTES

IRVING E. ROGERS, general manager of WLAW, Lawrence, Mass., is vacationing at his summer home at Seabrook, N. H.

J. B. FUQUA, general manager of WGAC, Augusta, Ga., is conducting a Government radio operators class in Augusta.

GENE GRANT, account executive of KPO-KGO, San Francisco, was seriously injured in a recent auto accident.

BURL A. ELY, sales promotion manager of INS, has assumed the additional duties of assistant sales manager.

JEROME C. ROBINSON, brother-in-law of Bernard Prockter, radio director of Biow Co., New York, has taken his first job in radio on the sales staff of WWRL, Woodside, N. Y.

DOUG DURKIN, formerly of the sales promotion department of Brown & Bigelow, St. Paul advertising firm, has joined WLOL, Minneapolis, as sales promotion and merchandising manager.

FRANK R. SMITH Jr., president of WWSW, Pittsburgh; Walter E. Sickles, program director; and John Davis, director of WWSW's *Wayside Theatre*, have been appointed instructors in night classes in radio production of the Bureau of Retail Training of the U. of Pittsburgh.

DAVE ROBERTS, formerly sales manager of KVAK, Atchison, Kan., has joined KGFW, Kearney, Neb., as district sales manager for central Nebraska.

BILL SALATHE, formerly public relations director for Braniff Airways and aviation editor of the *San Antonio Evening News*, has joined KFDA, Amarillo, Tex., as merchandising and sales promotion manager.

TODD HOGAN, commercial manager of WATW, Ashland, Wis., is the father of a boy born recently.

JOHN C. JESSUP, formerly of KPQ, Wenatchee, Wash., has joined WTAD, Quincy, Ill., as assistant sales manager.

H. L. (Bud) KEELER, former assistant advertising manager of the Pacific Coast edition of the *Wall Street Journal*, has joined the Los Angeles staff of Duncan A. Scott & Co., Pacific Coast advertising representative of BROADCASTING. Philip Bissell continues as manager of the Los Angeles office.

LOREN STONE has been promoted to assistant manager of KIRO, Seattle, with J. A. (Arch) Morton becoming sales manager handling both national and local accounts.

WALTER P. DOWNS, Montreal representative of Presto Recording Corp., has moved to new quarters in the Dominion Square Bldg., Montreal.

RICHARD H. MASON, manager of WPTF, Raleigh, has been appointed to the executive committee of the North Carolina Council for National Defense.

PAUL GERARD, formerly with WBAL, Baltimore, is now handling station relations for Press Association Inc., recently formed subsidiary of Associated Press handling radio news, and is stationed in New York.

Kenyon M. Douglass

KENYON M. DOUGLASS, 32, recent manager of KTOK, Oklahoma City, and former announcer and production manager of WBAP, Fort Worth, died Aug. 28 in Austin, Tex., after an illness of four months. Douglass began his radio career in Chicago as a singer. He went to WBAP in 1934 where he became program director and production manager. He was appointed manager of KTOK and the Oklahoma Network in 1938 and remained in that position until illness forced his resignation. He is survived by his wife, Ruby Mae Douglass; a daughter, Lynne, 4; two brothers and a sister. Funeral services were conducted Aug. 29, at Rockdale, Tex.

BEHIND the MIKE

JOHN SWALLOW, NBC West Coast program director, is in New York for a series of conferences with network executives on fall shows to originate from Hollywood.

TOM STEWART, program director of W47NV, Nashville, is father of a baby girl born Aug. 27.

MARK AUSTAD, national oratorical contest winner, and Howard Flynn, former NBC page boy and more recently chief announcer of KLO, Ogden, has joined KSL, Salt Lake City. Wally Sandack will devote all his time to special events, sports and news. Victor Bell, continuity writer, has been named assistant to Perry Driggs, sales promotion manager. Carl Grayson, announcer, recently married Rosebud Scowcroft, of Ogden. Ted Kimball has been named head of the new agricultural department. Trina Barsulk, linguist, has been engaged to coach announcers in Russian, German and French.

MADELINN CHACE, formerly director of women's activities of WSB, Atlanta, on Sept. 1 left the station employ to become the Penelope Penn radio voice of the local Rich's Department Store. She will be heard each weekday morning for Rich's on WSB.

EDDIE ALBRIGHT, KHJ, Hollywood, commentator, has been appointed education director.

ROBERT WAGONER, formerly of the UP staff, and Kelley Woolpert, of the Transradio Press Bureau, Hollywood, have joined the news department of KHJ, that city, as rewrite men.

SUSAN TAYLOR, formerly of WNAX, Yankton, S. D., is now heard on her own program *Tips by Taylor* on WLOL, Minneapolis.

RAY OVINGTON, formerly of KOMO, Seattle, has joined the announcing staff of KOIN-KALE, Portland, Ore.

BOB BINGHAM, formerly of WKBW, Buffialo, WFBL, Syracuse, WMCA, New York and WWNC, Asheville, N. C., has joined WITH, Baltimore, as program director.

FRED BARR, formerly announcer of Radio Lyons, France, where he conducted a two-hour nightly recorded program of American dance music, and more recently an announcer of WBYN, Brooklyn, has been named m.c. of the *1600 Swing Session*, Saturday night show on WWRL, Woodside, N. Y.

GERTRUDE T. PORTER, formerly promotion manager and manager of the radio script and advertising department of Associated Broadcast Adv. Co., New York, handling feature programs for WFAS, White Plains, N. Y., and WBBC, Brooklyn (now part of WBYN), has joined the Standard National Bank of New York, Woodside, N. Y., as head of business extension research and development.

AL STAAS, formerly Wisconsin circulation manager for *The Prairie Farmer*, has joined WJBC, Bloomington, Ill., as farm service director.

BENEDICT HARDMAN has been named news editor of WLOL, Minneapolis. He will continue also as news editor of the North Central Broadcasting System, editing and broadcasting the noon news over 10 of the network's stations from WLOL. Formerly Hardman was assistant news editor of KOMO-KJR, Seattle, and news editor of the Iowa Network.

ROY NEAL, announcer of WIBG, Glenside, Pa., recently married Winnifred English.

Meet the LADIES

CORINNE JORDAN

ONE OF THE few women in the nation holding such a job, Corinne Jordan is program director of KSTP, St. Paul—and still has time to handle two daily commercial shows for Montgomery Ward & Co. Miss Jordan started in radio at WBBM, Chicago, under H. Leslie Atlass, then owner and general manager, and now vice-president of CBS. In 1928, she came to the Twin Cities to become program director for the newly-formed KSTP. For six years she conducted a *Daily Messenger* program for her sponsor. They liked it so well that they started another daily show at an earlier hour, under title *Early Edition*. It took the air last April. When she started in radio it was as a singer. The only thing she regrets now is that she doesn't have the time to continue.

PAUL McALISTER, formerly of KVSF, Santa Fe., N. M., and KGGM, Albuquerque, has joined KFDA, Amarillo, as musical director and production manager.

PAT FLAHERTY, for the last five years announcer, sports commentator and program director of WOAI, San Antonio, has resigned to join KPRC, Houston.

HOWARD FLYNN, formerly of KLO, Ogden, Utah, has joined the announcing staff of KSL, Salt Lake City.

VERNE HATCHETT, of the continuity department of KXOK, St. Louis, has resigned.

VIRGINIA RICKS, who formerly teamed with Don Stark on the KMPC Beverly Hills, Cal., program, *Voices in the Wind*, has joined KTAR, Phoenix, and will conduct a daily *Woman's Page* on that station.

JERRY SCHWARTZ, CBS Hollywood writer, is preparing "Corp. Henry Aldrich, ROTC," as a forthcoming *Aldrich Family* picture for Paramount Pictures.

TOM McKNIGHT, Hollywood producer, has been re-signed in that capacity for the weekly NBC *Sherlock Holmes* series which resumes Oct. 1 under continued sponsorship of Grove Labs., St. Louis.

HARRY ACKERMAN, Hollywood producer of Young & Rubicam on the CBS *Screen Guild Theatre*, sponsored by Gulf Oil Co., has returned from New York. He is negotiating with studios for clearances of film scripts and the star talent for the broadcast.

DAVE ELTON, NBC Hollywood producer, has been assigned by Russel M. Seeds Co. to produce the weekly NBC *Captain Flagg and Sergeant Quirt*, which starts Sept. 28 under sponsorship of Mennen Co. He will also continue to handle NBC staff assignments.

MIKE ASHMAN, announcer, formerly with stations in Hawaii, has joined KSAN, San Francisco, as night relief announcer.

BURT BARTON, producer at KSAN San Francisco, recently became the father of a baby girl.

LENN CURLEY, announcer of KYA San Francisco, recently became the father of a baby girl.

WALLY TOWNSEND, staff pianist of CKLW, Windsor, Ont., is the father of a boy born recently.

ROY DRUSHALL, formerly with several stations on the Pacific Coast, has joined KDYL, Salt Lake City.

BOB LEE, announcer of WTAD, Quincy, Ill., has adopted a two-year-old boy.

RALPH LEWIS, announcer at WTAD, Quincy, Ill., was inducted into the Army Aug. 27. Don Norman, formerly of KFJB, Marshalltown, Ia., has succeeded him. Verne Bessie, formerly of WEW, St. Louis, Mo., also joined the WTAD announcing staff.

SANDY SPILLMAN has resigned from the announcing staff of KSFO, San Francisco, to attend the U. of California to train for naval aviation.

STANLEY DAVIS and Marvin Fischer, Hollywood writers on NBC *Signal Carnival*, sponsored by Signal Oil Co. have resigned to join the production staff of the weekly CBS *Pearce & His Gang*, resuming Oct. 2 under sponsorship of R. J. Reynolds Tobacco Co.

Deadline Trouble?

Your pressings are on their way back to you the day after we receive your acetate recordings. Our customers all over the nation find that speed and careful workmanship are the order of the day (and night) at - - -

RADIODISC Allied RECORD MFG. CO.

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

PEACH OF A STORY

THE C. H. PAYNE SUPER-MARKET . . . (local grocer) SOLD 1800 BUSHELS OF PEACHES THE PAST TWO WEEKS . . . ON HIS DAILY PROGRAM OVER WJBC . . . 10:45 to 11:00 AM

"TELL 'EM OVER WJBC *AND SELL 'EM"*

BLOOMINGTON, ILLINOIS

Represented by International Radio Sales

GLEN LAW, newscaster of KSO-KRNT, Des Moines, is the father of a son, David Winston, born Aug. 23.

GERALD PATTERSON, of the KSO-KRNT, Des Moines, auditing department, is the father of a boy, Michael Otis, born Aug. 21.

DICK COVEY, formerly of KGLO, Mason City, Ia., has joined the announcing staff of KSO-KRNT, Des Moines. He replaces Jack Thomas, resigned.

ELBERT WALKER, head of KHJ, Hollywood, transcription department, has been made traffic and program director of K45LA, FM station operated by Don Lee network. La Von Urbanski has taken over his former duties.

BOB CUNNINGHAM, formerly of WBBM, Chicago, and more recently assistant production manager of CBS, New York, has rejoined the WBBM announcing staff. Arch Farmer has been named news editor of WBBM and William Costello has been added to the news staff.

PAUL MINER, sportscaster of KVOO, Tulsa, recently married Marilyn Stuart of Tulsa.

DICK BARTLETT, formerly of KVOO, Tulsa, and KGVO, Missoula, Mont., has joined the announcing staff of KHQ and KGA, Spokane. Bill Rhodes, summer relief announcer of KGA and KHQ, has been promoted to the regular staff.

LONNIE STARR has resigned from the announcing staff of WPEN, Philadelphia, effective Sept. 26, to join WSGN, Birmingham, on Oct. 1.

PHIL FRANKENBERGER, publicity director of WPEN, Philadelphia, resigned Sept. 1 to enter the department store field in Charleston, W. Va. Ira Walsh, WPEN special events director, returns to the publicity desk.

MAURY RIDER, former chief announcer of KIRO, Seattle, has been promoted to operations supervisor, and his former post will be filled by Jack Kinzel.

ELVIRA SMITH, assistant director of the continuity department at KRGV, Weslaco, Tex., has left for Dallas to take a new position.

JOHN GREEN, CBS Hollywood writer, is the father of a boy born Aug. 30.

HOLLIS M. SEAVEY, known in radio as John Hollis, has been named program director of KOCY, Oklahoma City, replacing Louis Hartman, now in Chicago. Thomas Collins, recent Oklahoma U graduate and new to radio, has joined KOCY, as continuity writer.

LIEUT. JOHN MOORE and Ensign Stanton Prentiss, of the news room of WJSV, Washington, have been called to active service. Peggy Phelps, of the program department, replaces Robert Baker as assistant to John Heiney, sales promotion manager.

HAL NEWELL, of WEEI, Boston, has been transferred to WCAU, Philadelphia.

WOR Staff Changes

EXPANDING its production supervision, WOR, New York, has shifted Gene King and Joe Bier from the announcing to the production staff of the station. King produces WOR's travelling show, Cab Calloway's *Quizzicale*, while Bier, also farm editor of WOR, will eventually confine his announcing duties to the early morning *Farmer's Digest* show. To fill the vacancies caused by King's transfer and the resignation of Sidney Paul, two announcers have joined the station—Robert Shepard and Bruce Eliot, both with announcing experience in out-of-town stations.

KWJJ Promotions

WITH THE appointment of W. Carey Jennings, formerly of KGW-KEX, Portland, as general manager of KWJJ, Portland, promotions and additions in the general staff have occurred. Sammy Taylor and Art Morey, both KWJJ announcers, have been promoted to promotion manager and program director, respectively. Jimmy Atkinson has joined the announcing staff, and a new operator will be added soon. KWJJ also has signed for full service of Standard Radio.

Tom Slater Honored

IN RECOGNITION of his program *This Is Fort Dix* on WOR, New York, and of its work as a morale builder in the Army, Tom Slater, MBS director of sports and special features, has been awarded a special plaque by *Our Army*, a magazine devoted to Army activities.

Mr. Amplistat's Air

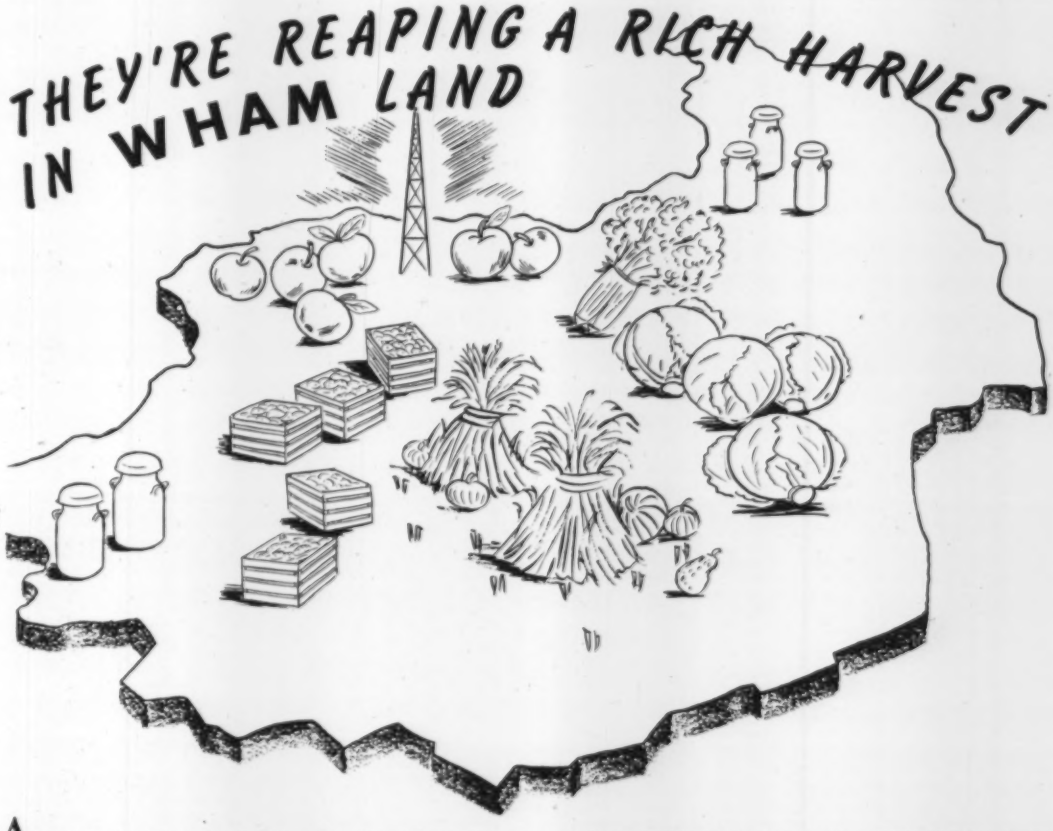
THE MYTHICAL Mr. Amplistat, radio cliche expert extraordinary, whose imagined dialogue with a sportscaster as written by Maurice Condon of WGAR, Cleveland, appeared in the Aug. 25 BROADCASTING, turned up recently as guest star of Mike Roy's *Rhythm at Random* program on WENR, Chicago. Mr. Roy's adaptation, in the person of J. Weedemer Whapp, was broadcast with permission of the author and BROADCASTING.

ROBERT CONSIDINE, sports columnist for "On the Line", daily feature syndicated in 83 newspapers, on Sept. 2 started a six-weekly sportscast program on WNEW, New York, immediately following John B. Kennedy's news at 7:45 p.m.

CBS Names Tucci

TERIG TUCCI, Argentine conductor and composer, has been named music director of the CBS Latin American network to headquarter in New York, effective Sept. 15. For the new network, Mr. Tucci plans to contact all publishers in Latin America to send representative scores to the CBS music library on an exchange basis, and to promote interchanges of folk-music among the governments of the 21 Western Hemisphere republics. He has been in this country for the past 15 years working with Latin American artists, and composing concert and dance music for radio and symphony orchestras.

FRANK GRAHAM, Hollywood narrator on the weekly half-hour *Romance of the Ranchos*, sponsored by Title Insurance & Trust Co. on KNX, is composer of a new rhumba titled "Jose."



ALONG the shores of Lake Ontario where the fruit grows . . . inland through the lush valleys and over the rolling hills . . . from Lake Erie to the Mohawk Valley and from Lake Ontario to the Susquehanna, the barns of WHAM's primary area's 140,518 farms are bulging with a rich harvest.

With money in their pockets these prosperous farmers make a rich market for WHAM advertised products. WHAM is *their* station. WHAM programs are their first choice. WHAM's clear channel, 50,000 watt signal reaches every corner of the 43 county area in which they live. Within WHAM's primary area are not just Monroe County's 5,084 farms, but 27.63 times that many. With WHAM you can reach the whole 43 county area for approximately one-third the cost of localized coverage. For complete, economical coverage—urban and rural—WHAM is a better buy.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

FIRST
CHOICE
OF
NATIONAL
ADVERTISERS
WHO KNOW
MAINE'S
CENTER
OF
POPULATION
IS IN
WLBZ'S
PRIMARY
SERVICE AREA
NBC
Yankee Network
620 kc
BANGOR

Radio Advertisers

CATELLI FOOD PRODUCTS, Montreal (Creamo), on Sept. 1 started *Creamo Dollar-a-Minute* quarter-hour live show with scrambled word prize game weekly on CJOR, Vancouver; CFCN, Calgary; CJCA, Edmonton; CKCK, Regina; CFQC, Saskatoon. Same sponsor on Sept. 1 also started transcribed spot announcements three and four times weekly on various Ontario stations. Accounts were placed by E. W. Reynolds & Co., Toronto.

FISHER FLOURING MILLS Co., Seattle (Wheat Germ) has renewed its twice-weekly participations on *Home Forum* on KGO, San Francisco. Agency is Pacific National Adv. Agency, Seattle.

CALIFORNIA DAIRY COUNCIL, San Francisco, may include radio in its fall and winter advertising schedule. Agency is Albert Frank-Guenther Law, San Francisco.

SHIPSTAD & JOHNSON, Chicago, for Los Angeles premiere of Ice Follies of 1942, in a 17-day exploitation campaign ending Sept. 12 is using a total of 500 transcribed announcements featuring Ken Carpenter on 10 stations in Southern California. List includes KHJ KECA KFWB KMPC KFAC KMTR KRKD KFVD KFOX KGFJ. Ice Follies started Sept. 4 for four weeks at Los Angeles Pan-Pacific Auditorium. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreary is executive in charge.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), through Ad Carpenter Adv. Agency, that city, has renewed for 52 weeks, its six-weekly quarter-hour news commentary on KECA, Los Angeles. Firm also sponsors the commentator in a similar series nine times weekly on KFI, that city. In addition transcribed versions are sponsored six times weekly on KERN, Bakersfield and KMJ, Fresno.

HOWARD TAYLOR was recently appointed general sales manager of Centrifugal Flouring Mills Co., Seattle. He succeeds William H. Burtt, retired.

POWER!
—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT
TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

14TH YEAR ON KLZ, Denver, was started when Hugh M. Woods (right), president of the mercantile firm bearing his name, started a renewal contract. Mr. Woods is the station's oldest consistent advertiser. He attributes much of the success of his business to radio. Watching is Frank Durbin of KLZ.

GENERAL PETROLEUM Corp., Los Angeles (Mobiloil, Mobilgas), on Sept. 17 starts for 13 weeks sponsoring a weekly quarter-hour football program, *Sports Broadcast* with Sam Hayes, on 8 CBS West Coast stations (KNX KARM KSFO KOIN KIRO KFPY KOY KTUC). Firm is currently sponsoring the weekly program, *I Was There*, on the same list of stations, Sunday 9-9:30 p.m. (PST). Agency is Smith & Drum, Los Angeles.

NESBITT FRUIT PRODUCTS, Los Angeles (Cal. orange drink division), on Sept. 1 added KGFL, Roswell, N. M.; KEUB, Price, Utah; KOMA, Oklahoma City, to stations currently releasing the transcribed quarter-hour, *Passing Parade*, with John Nesbitt. Contracts are for 13 weeks. Series has been renewed for a similar length of time on KECA, Los Angeles, with a spot announcement schedule on WROL, Knoxville. Agency is Walter K. Neill Inc., Los Angeles.

UNITED DRUG Co., Toronto, on Nov. 1 starts a spot announcement campaign for Christmas sale on 37 Canadian stations. Account is placed by Ronalds Adv. Agency, Toronto.

NORTHROP & LYMAN Co., Toronto (Dr. Thomas' Eclectic Oil) on Oct. 6 starts a spot announcement campaign on stations throughout Canada. Account is placed by E. W. Reynolds & Co., Toronto.

S. F. LAWRASON & Co., London, England (ammonia) has started a weekly quarter-hour organ program with mystery tune contest on CFRB, Toronto, and plans to extend to other stations in Canada. Account is placed through Norris-Patterson, Toronto.

CAMPBELL SOUP Co., New Toronto, Ont. (Franco-American canned macaroni and spaghetti) has renewed *Amos 'n Andy* transcriptions on a number of Canadian stations and *Lanny Ross* five times weekly on CBS Canadian outlets, CKAC, Montreal, and CFRB, Toronto. Same sponsor has also started *The Man I Married*, daily on CFRB, Toronto. Account was placed by Ruthrauff & Ryan, New York, and Ward Wheelock Co., Philadelphia, in conjunction with Cockfield Brown & Co., Toronto.

HENRY K. WAMPOLE & Co., Perth, Ont. (medicinal) has started thrice-weekly transcribed spot announcements on a number of Canadian stations. Account was placed by J. J. Gibbons Ltd., Toronto.

ROBERT L. PHILIPPI, Union Oil Co., Los Angeles, director of public relations and advertising, has been made a member of the public relations advisory group of the National Assn. of Manufacturers.

HUDSON SALES Corp., Los Angeles, representing 22 auto distributors in the Southwest, in a 30-day more campaign which started Sept. is using from four to nine announcements daily, seven times per week, 12 Nevada and Southern California stations. List includes KMPC KFWB KRKD KFAC KFVD KIEV KMTR KGFJ KFOX KVOE KERN KENO Mayers Co., Los Angeles, has account. Henry Mayers is account executive.

SEARS ROEBUCK & Co., Los Angeles (merchandise), for its 53d anniversary sale, in a ten-day campaign ending Sept. 20 will use two six spot announcements daily on Southern California stations. List includes KNX KHJ KMPC KFI KRKD KFVD KIEV KMTR KFOX KGFJ KFWB. Agency is the Mayers Co., Los Angeles, with Henry Mayers account executive.

EAST LAWN MEMORIAL PARK Sacramento, Cal. (cemetery), placing direct, on Sept. 29 starts for 1 weeks, sponsoring the five-minute transcribed program *Miracles of Faith* thrice-weekly on KROY, the city. Parker Mortuary, Tucson, Ari., on Oct. 1 starts sponsoring that program thrice-weekly on KTUC. Series on completed stories is currently sponsored by Forest Lawn Memorial Park, Glendale, Cal., on KHJ, Los Angeles; Flickinger-Digier Chapel, Bakersfield, Cal., (mortician), on KPMC, that city, and Sovern Funeral Home, Modesto, Cal. (mortician), on KTRB, that city. Fred Mertens & Associates, Los Angeles, is producer.

MORNING MILK Co., to advertise its new Sunnyside, Wash., evaporating plant, the only one in the State, started using five spots per day Aug. 25 on KIT, Yakima.

LOS ANGELES Soap Co., Los Angeles (White King), on Sept. 1 started sponsoring a six-weekly five-minute newscast on KMED, Medford, Ore. Contract is for 52 weeks, with placement through Raymond R. Morgan Co., Hollywood.

BLOCK DRUG Co., Jersey City (Gold Medal Haarlem Oil Capsules), on Sept. 1 started a series of chain-break announcements on WHN, New York and participations Monday through Friday on *The Farmer's Digest*, a 6 a.m. program on WOR, New York. Agency is Raymond Spector Co., New York.

Briggs Placing

C. A. BRIGGS Co., Cambridge, Mass. (H-B Cough Drops) is planning use of spot announcements in various markets. Company, through its agency, Horton-Noyes Co., Providence, R. I., has sent letters to station representatives seeking information on available spots on specific stations in desired markets.

WFMJ
Youngstown's
Favorite
Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

CERTIFICATE OF MERIT of the American Legion was recently awarded to KARM, Fresno, Cal., "in grateful consideration of the service rendered to this community and for having aided in the promotion of patriotism, loyalty, good citizenship and the welfare of the veterans who have served under arms of the United States." Presentation was made by Annabel Rainie, radio chairman of American Legion auxiliary district No. 4, to Dick Wegener, program director, on behalf of KARM.

MAYES AND MOORE AT HEAD OF KBWD

STAFF of the new KBWD, Brownwood, Tex., which went on the air Aug. 17, has been announced by the station. Wendell Mayes, local mayor, is general manager. Mr. Mayes, in partnership with J. S. McBeath, former publisher of the *Brownwood Bulletin;* Joe N. Weatherby, local auto distributor; and B. P. Bludworth, owner of a poster service company, were authorized to build the station last fall when the FCC issued a construction permit to the Brown County Broadcasting Co. to operate with 500 watts on 1380 kc.

Commercial manager is James Moore, formerly of KGFI, Brownsville, Tex., and KFDA, Amarillo, with Robert Earl Deeley, formerly of KFPL, Dublin, Tex., and Mrs. Charles P. Henley Jr., also in the commercial department. Program director is A. D. Whisenant, formerly of KRBC, Abilene, and KGKL, San Angelo. Announcers are Tom Robinson, formerly of KPAB, Laredo, and Tom Journeay, of Abilene. Travis Flatt, formerly of KBST, Big Spring, Tex., is chief engineer, and Edgar P. Poole, from KPAB, engineer.

Studies are housed in a new structure at Hawkins and Wilson Sts. with the transmitter across the Pecan Bayou from the city. RCA transmitter and microphones are being used and KBWD has subscribed to the Standard Radio music library.

New Shortwave Programs

TO BALANCE the war, defense and other more serious features shortwaved on WRCA and WNBI, NBC's international stations, three musical programs have been added: *Fashions in Manhattan, Strictly From Dixie* with popular music, and *Rhythmic Melodies* featuring Irving Miller's orchestra. New Saturday program sent to England and Latin America on WRCA and WNBI is *Highlights From Hollywood* with news of the film center's activities.

Guestitorial

(*Continued from page 30*)

factory answer to this question will determine the degree of our success in maintaining commercial radio during the national emergency which confronts America, and will continue to confront us, until the little guy with the funny mustache is laid among the sweetpeas.

And the answer is not overly difficult to find.

It lies in the promotion of the sale of a multiciplicity of consumer goods and services which hitherto have been restricted in their appeal owing to high prices, limited markets, or just plain lack of sales promotion.

Food manufacturers such as Del Monte for instance, have in the past been content to advertise only their brand name, or else one or two sales leaders. In their lines may be dozens of specific items on which big volume could be obtained by proper promotion.

Perfumes and cosmetics in general, especially the better ones, will find immensely extended markets ahead of them, crying for exploitation. Did you ever hear Le-Long Perfumery advertised on the air, Or Christmas Night? Or Carefree? All of them are high-priced perfumes, the sale of which in the past has been limited to the well-to-do.

Crosse & Blackwell make a fine line of packaged foods. Have you heard them on the air in recent years?

I could carry this on indefinitely, but I'm sure you get the idea. The point is that the country today has millions of men, working over machines or at production lines who are making from $50 to $150 weekly, and who never made that kind of money before. Most of them have never had the opportunity of enjoying the good things of life, and have looked longingly at fine merchandise, yearning to possess it.

Now, they are handling folding money, in large denominations. They'll only be able to purchase automobiles or refrigerators or furniture or clothing with increasing difficulty. And installment buying isn't going to be too easy.

But, beckoning with great lure is plenty of quality merchandise, in cash markets, on the counters of retail stores, everywhere.

And that's where all advertising men, newspapers, radio, magazines, agencies, should turn. It's an opportunity not only to keep our organizations intact, throughout the period of the emergency, but also to hold up the country's business volume—a vital necessity.

The American people will be better fed, better clothed, more luxurious, in the next year or so, than ever before. There will be more money in circulation than ever before, and fewer places in which to spend it. It's a great opportunity.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

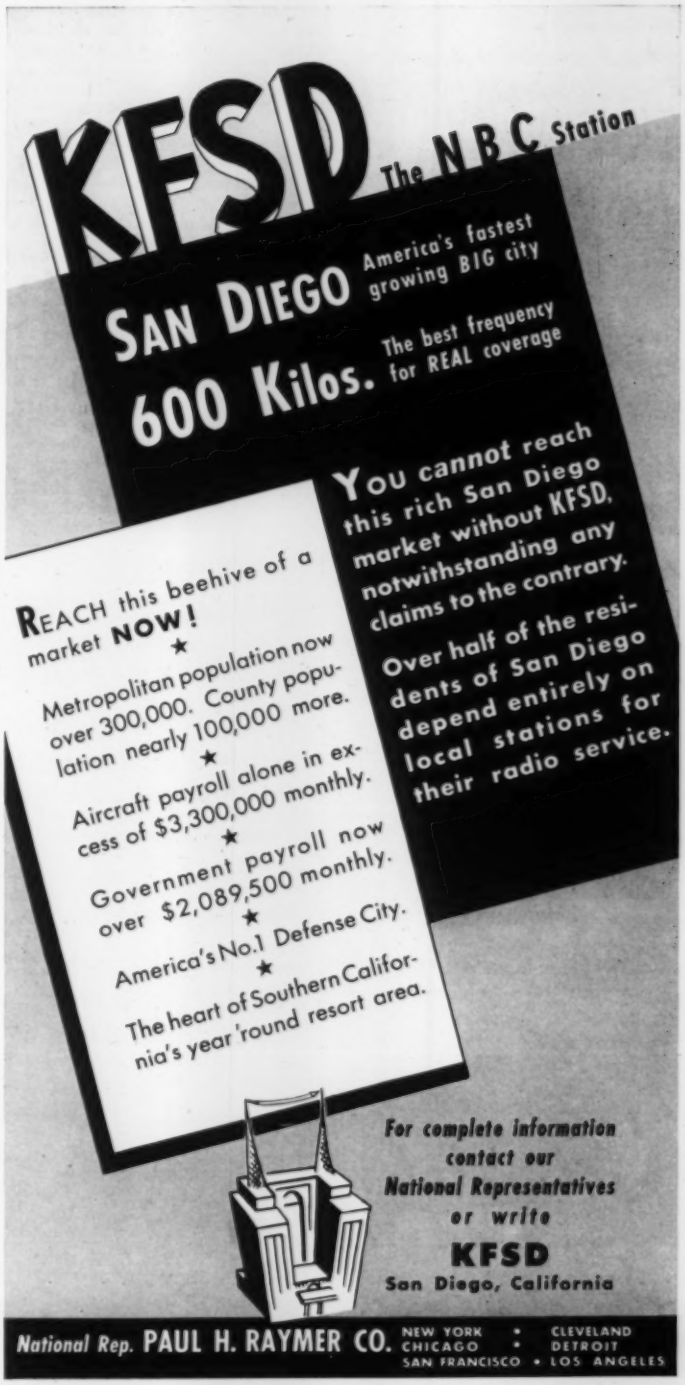
San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

Higgins to WRC-WMAL

HUGH M. HIGGINS, for the last four years executive alumni secretary of Creighton U, Omaha, Neb., has assumed his new duties as promotion manager of WRC-WMAL, Washington. A former newswriter and publicity man, Mr. Higgins is no stranger to radio having served as sportscaster for KOIL and WAAW (now KOWH) handling play-by-play football, baseball, basketball and hockey as well as conducting the nightly 15-minute *Sports Highlight* program, and appearing on the four-man panel of experts for the *Answer Please* which was heard for a year on KOIL.


KFSD
The N B C Station
SAN DIEGO
America's fastest growing BIG city
600 Kilos.
The best frequency for REAL coverage
You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.
Over half of the residents of San Diego depend entirely on local stations for their radio service.
REACH this beehive of a market NOW!
★
Metropolitan population now over 300,000. County population nearly 100,000 more.
★
Aircraft payroll alone in excess of $3,300,000 monthly.
★
Government payroll now over $2,089,500 monthly.
★
America's No.1 Defense City.
★
The heart of Southern California's year 'round resort area.
For complete information contact our National Representatives or write
KFSD
San Diego, California
National Rep. PAUL H. RAYMER CO.
NEW YORK • CHICAGO • SAN FRANCISCO
CLEVELAND • DETROIT • LOS ANGELES

"If only I had used WFDF Flint Michigan, with a kilowatt on 910!"

Reserve Your Copy of

1941 Iowa Radio Audience Survey

NOW

Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B

STATION WHO

DES MOINES, IOWA

YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the RED Network
590 KC 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co. Representatives

Merchandising & Promotion

Movie Tieup—Sergeant vs. Captain—Personal Letters—Press Service Progress

A UNIQUE tieup between motion pictures and a radio sponsor marketing farm products started Sept. 6 when the first of the *Saddle Mountain Roundup* series went on WHO, Des Moines. The program, sponsored by the Consolidated Products Co., of Danville, Ill., for its Semi-Solid Buttermilk Feed Products, was aired at the same time as the world premiere of the picture "Saddle Mountain Roundup" in Marshalltown, Ia. The radio-premiere climaxed a two-day celebration of Saddle Mountain Roundup Days, featuring residents of Marshalltown parading in pioneer costumes and store windows decked out in the style of the "gay nineties". The first broadcast of the series was made from the stage of the Odeon Theater in Marshalltown and featured Cousin Herald Goodman, star of both the program and the movie which was made by Monogram Pictures. During the fall and winter the program and picture will play simultaneously in towns where Semi-Solid Buttermilk products dealers are located. Besides personal appearances, Cousin Herald will appear at Semi-Solid dealers. Agency is Mace Adv. Inc., Peoria, Ill.

* * *

Flagg & Quirt Again

IN AN ALL-OUT campaign to promote the premiere broadcast of *Captain Flagg & Sergeant Quirt* on Sept. 28, sponsored by Mennen Co., Newark, on NBC-Blue, Russel M. Seeds Co., Chicago, the agency, has distributed to the stations an elaborate promotional book outlining merchandising suggestions. "Ammunition" distributed by the agency includes press stories on the program, its stars, Victor McLaglen and Edmund Lowe, one and two-column mats, transcribed announcements, etc. The book suggests that stations notify service camps in their area, broadcast Marine recruiting announcements in cooperation with local recruiting office, use newspaper ads and publicity, cooperate with local Mennen distributors and dealers for window and store tie-in displays. The agency has secured official endorsement of cooperation from the U. S. Marine Corps for the program, and the promotion highlights the defense theme.

* * *

Hams and Discs

KDKA, Pittsburgh, gave recordings of winners voices and an E-Z Cut Ham to participants in a quiz program originating from the station's setup at the Allegheny County Fair. John Morrell & Co. of Ottumwa, Ia., sponsors of *The Missus Goes a-Shopping* on the station, furnished the hams while the station cut the records.

* * *

V

WBIG, Greensboro, N. C., is distributing V stickers for autos and windshields. It is printed on a background suggesting the Union Jack, with the telegraphic symbol for V.

Baseball Contest

KWK, St. Louis, is conducting the second annual baseball popularity contest, sponsored by the Falstaff Brewing Corp. to select the two most popular players in the American and National Leagues. The contest, started Aug. 25 and running to Sept. 13, is being promoted on the two Falstaff programs, play-by-play baseball and a nightly sports review. Ballot boxes have been placed at all Falstaff dealers as well as other points throughout the city. The winning players will be presented with trophies. Over a million votes were cast in last year's contest.

* * *

Danzig's Letters

AS AN EXPERIMENT, Jerry Danzig, publicity director of WOR, New York, is sending out weekly personal circular letters to several hundred radio editors of newspapers outside New York City. To supplement the station's regular publicity releases, the letters will give informal, off-the-record information about WOR. First dealt with the death of Floyd Neale, MBS music commentator, WOR's new FM transmitter, new handling of program changes, and concluded with an invitation ta "be sure and visit WOR" while in New York.

* * *

Royal Crown Up

SUCCESS of the Royal Crown Bottling Co. in upping sales 100% this year is cited in a mailing piece being sent out by WORL, Boston, as being the result of using participation in the *920 Club* program. Piece in the form of a planographed letter is addressed to WORL Manager George Lasker and is signed by G. Stephens, head of the bottling company.

* * *

UP Progress

GAIN in usage and in sponsorship of United Press Radio News Wire Features from Dec. 20, 1940, to July 31, 1941, is charted and illustrated in "Stepping Up", folder issued by UP. Each of the 10 five-minute features is pictured as sent out in individual brochure form with the percentage and type of sponsors listed beneath.

* * *

White House Books

LIST of 1,100 books found in the White House library is offered to listeners by Art Baker, Hollywood commentator, during his five-weekly, half-hour program, *Art Baker's Notebook*, on NBC-Pacific Blue stations. In addition, those compiling the five best lists of ten selected books receive the volumes of their respective choice.

* * *

Inserts in Apparel

THE STRAND SHOP, Passaic, N. J., to promote its daily 9:45 a.m. program *By Special Arrangement* on WPAT, Paterson, is placing inserts in all packages of women's apparel wrapped at the store and has placed billboards around the district calling attention to the feature.

More Victory

WPID, Petersburg, Va., has started a campaign of its own based on the V for Victory theme, using colorful window stickers displaying the WPID call letters above a large "V". Listeners are invited to write or call for free stickers for their homes, stores, or cars. Stickers have been placed in various store windows throughout the city.

* * *

Success Stories

A TABLOID success journal has been published by WTMJ, Milwaukee, with the front page bearing the title "Results, in Black & White". Reproduced are letters from "satisfied advertisers", with comment on their successful use of the station.

BROCHURES

KNX, Hollywood—Four-page, pen and ink illustrated folder titled *All Over Southern California*, which relates briefly market covered by that station, with attention called to new money created by defense work program.

UNITED PRESS—Folder entitled "For your own profit—your football prophet" offering a program of UP Sports Editor Ralph Palmer predicting football scores.

WMT, Cedar Rapids, Ia.—Four-page orange colored piece modelled after sheet music promoting station's *Magic Kitchen* program.

GEORGETOWN U—Illustrated booklet published by foreign service school tracing radio series titled *New World Diplomacy*.

WBT, Charlotte—Folder, telling how "WBT helped crack 320,000 eggs," as the sales success story of Leonard Hatchery.

WOR, New York—Spiral bound brochure, *A Tale of 4 Cities*, on survey of all-night listening.

KDAL, Duluth—Two-color broadside announcing a shift to 610 kc. and increase to 1,000 watts.

NBC Hollywood—Accordion fold piece giving Pacific Coast market statistics and new programs.

18,000 Employed in WICHITA Aircraft Plants

A new high of 18,000 employees in Wichita's aircraft factories is expected to be reached by October 1st of this year.

Additional thousands will be added as new plant facilities now being constructed are completed. Now is the time for you to start getting your sales message across to this vast army of well-paid labor.

And there's no better way to do this than to use the "Pioneer Voice of Kansas," KFBI. START NOW!

The Pioneer Voice of Kansas

KFBI • WICHITA

5000 WATTS DAY • 1000 WATTS NITE

AFRA Donates Talent For Shortwave Program

AN OFFER by the Cincinnati local of AFRA to supply the services of its membership talent for programs broadcast to England on WLWO, Crosley international shortwave outlet, was announced last Friday by Wilfred Guenther, WLWO manager. The offer was made by James Leonard, president of the local. Tentative arrangement call for AFRA members' gratis appearances on the Great Britain broadcasts at least once a week.

Typical program will be *The American Parade*, a dramatization of the highlights of American history. Other special features of the same type are being planned. James D. Shouse, Crosley vice-president in charge of broadcasting, has offered the complete facilities of the WLW-WLWO studios, personnel and engineering control to assist in preparing and broadcasting the programs.

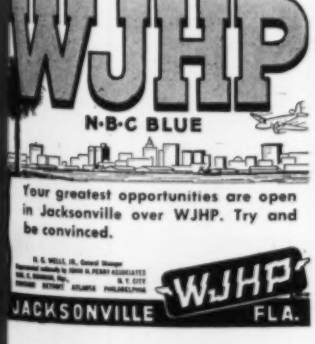
ROMANCES FOR SAVOY
Coffee Firm Again Renews
From License Bureau

CREDITED with bringing a 100% increase in turnover for many Savoy Coffee dealers, Quin Ryan's *Marriage License Romances* resumes Sept. 8 on WGN, Chicago, for 13 more weeks under sponsorship of Steele-Wedeles Co. The thrice-weekly feature returns to the air after a three-week vacation interval, and will be heard Monday, Wednesday and Friday at 1:30 p.m.

The series was launched by Steele-Wedeles Co. Feb. 17 for 26 weeks. During this period Savoy Coffee sales have shown a decided increase, according to Erwin, Wasey & Co., Chicago, agency handling the account.

More Canadian Music

DESPITE the war Canadian composers are increasing their contributions to the music library of the Canadian Broadcasting Corp., according to a report of the CBC. With an ever increasing number of programs with a war theme originating in Canada, more Canadian music is being used. Such CBC programs as *Carry On, Canada* use a tremendous amount of Canadian music—the theme song, in fact, being the work of the Canadian organist, Ernest Dainty. Frequently special compositions are being commissioned to fit special programs. Canadians whose music has been heard recently on CBC programs include Godfrey Ridout, John Weinzweig, Robert Farnon, Ernest Seitz, John W. Rushton, Reg. Hinchey, Walter Bromby, Sir Ernest MacMillan, Capt. J. Gagnier, Capt. J. Slatter, Ruth Low and Sair Lee.



Purely PROGRAMS

SUCCESSFUL local program on WTAD, Quincy, Ill., is *Pick-A-Toon*, sponsored by Consolidated Oil Co. for more than a year. An adaptation of darts, a target board is set up on a main street and passersby are invited to toss a dart at the board in an attempt to hit the jackpot number. The number changes every day, and each number on the board corresponds to a popular song played on a piano in the studio. Contestants try and name their tune and win a quart of oil. The jackpot number, which always wins a prize, may accumulate awards from day to day if it is not hit.

* * *

Local Insights

INTIMATE sidelights on local affairs form the basis of *City Editor*, new series on WSAI, Cincinnati, conducted by William Dowdell, WLW-WSAI news editor. Where the mayor gets his free cigars, why certain cops are sent to the sticks and similar tales are aired every Sunday at noon.

* * *

Poets Honored

LIVING western poets are saluted in a new series of weekly programs on KYA, San Francisco, titled *Singing West*. An outstanding verse writer is presented on each program. He is interviewed and in most instances reads some of his own works or reviews another writer's book of poems.

* * *

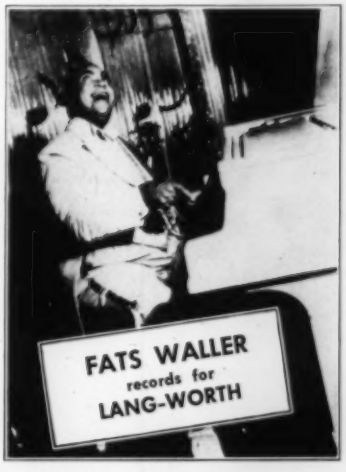
Adventurers' Adventures

TRUE ADVENTURES of members of the Explorers Club on their trips to far-off places are dramatized on *Adventure in the Unknown*, weekly half-hour series on WNYC, New York municipal station, in cooperation with the American Museum of Natural History and the Club.

* * *

Defiant People

TRUE STORIES of courageous defiance among the conquered peoples of Europe are now aired weekly on the Canadian Broadcasting Corp. network in a series of talks by Eva-Lis Wuorio.



Defense Drama

DESIGNED to portray the part the Midwest plays in National Defense, the *Midwest Mobilizes* program, a weekly feature of WBBM, Chicago, under the auspices of the Illinois State Council of Defense, dramatizes operation of defense contracts with broadcasts from factories working on defense orders.

* * *

For Traffic Safety

TRAFFIC ACCIDENTS that have occurred during the week are analyzed by Sergt. Roland J. Schumacher, head of the traffic education division of the St. Louis police department, on the *So It Can't Happen to You* program of KXOK. Sergt. Schumacher offers advice to prevent reoccurrence of such accidents and also presents members of various safety organizations.

* * *

Mr. and Mrs. Critic

WMCA, New York, has started a new series of theatre reviews, employing a man and wife as critics. The reviews, heard the same night as the play opens, are presented by Mr. and Mrs. Julius Colby, both established dramatic critics on New York papers. It is planned to extend the reviews to motion pictures later.

From Hangar Four

HANGER FOUR at Hamilton Field, Cal., having been converted into a men's recreational hall, more than 2,000 soldiers now witness *Open House*, the 25-minute sustainer on NBC-Pacific Blue stations. Helen Morgan and Frank Barton are co-m.c. Besides Topsy-Turvey, a comedy skit, acts include Gladys Simpson, dramatci soprano; Horace and Hattie, comedy team, and Ricardo's orchestra. Each broadcast is supplemented by a 30-minute pre-show.

* * *

In Shadow of Guns

BENEATH the 16-inch guns of Uncle Sam's newest 35,000-ton battleship, the *U. S. S. Washington*, at the Philadelphia Navy Yard, WFIL, Philadelphia, late in August originated the first program of its new weekly series, *A Night With the Navy*, featuring entertainment by crew members. Announcer Jack Steck is m.c. of the show.

* * *

Small Town Stuff

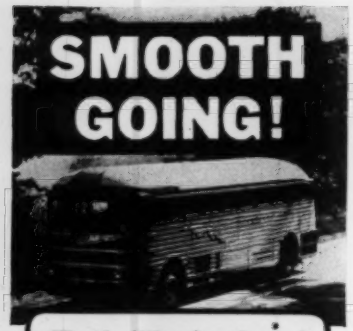
HUMOROUS story of life in a suburban town is told on *Jones & I*, half-hour weekly program on CBS, with title roles played by Sammie Hill and Scott Farnworth, also author of the series. Stuart Buchanan produces and directs the programs, which are autobiographical, incorporating much of the life of the writer.

* * *

Safety Talks

WHBL, Sheboygan, Wis., is planning to present a series of one-minute transcribed spots featuring safety talks by Sheboygan bus drivers.

THE BEST EVER
Comparing the first six months of Philadelphia's best business year, 1929, with the first six months of 1941, the Philadelphia industrial zone shows an increase in labor of 3.8% with a payroll increase over the same period of 12.5%.
You Can Reach This Rich Market and Share in These Added Incomes Through
5000 WATTS
WPEN
950 ON THE DIAL
"The Station That Sells"



That's Why Greyhound Uses Postal Telegraph

SMOOTH, speedy, friendly service! That's what Greyhound, world's greatest bus line, *gives*. And smooth, speedy friendly *telegraph* service is what Greyhound *gets*. Because Greyhound—like many of America's smartest business firms—uses Postal Telegraph exclusively.

This same superior, economical service can be yours too—at any Postal Telegraph office. Or—

Phone*

Postal Telegraph

*Charges appear on your phone bill

Agencies

JOHN ALDEN, formerly assistant advertising manager of Norwich Pharmacal Co., Norwich, N. Y., user of spot radio, has been appointed advertising manager of the company.

ANTHONY HYDE, formerly of Young & Rubicam, New York, has joined the copy staff of Lord & Thomas, New York.

J. C. BRIDGEWATER, formerly copy director of H. W. Kastor & Sons, Chicago, and previously of Blackett-Sample-Hummert and Newell-Emmett Co., New York, has been appointed manager of the copy department of the Chicago office of Sherman K. Ellis & Co., effective Sept. 15.

RAY MOUNT ROGERS, for two and a half years copy chief of Gerth-Knollin Advertising Agency, San Francisco, has been promoted to account executive and transferred to the agency's Los Angeles office.

W. A. BREWER, president of Brewer-Weeks Advertising Agency, San Francisco, a major in the Army reserve, has been called to active duty with the Civilian Defense Corps in Washington. Ken Beaver is managing the affairs of the agency during his absence.

JAMES K. SCHULLINGER, assistant to Gene Duckwall, Hollywood office manager and timebuyer of Lord & Thomas, is recovering from injuries received when he fell from an entertainment device at Ocean Park Pier, Cal. He is the son of Karl Schullinger, Lord & Thomas New York radio director of Lucky Strike shows.

FLETCHER TURNER, assistant radio director of J. M. Mathes Inc., New York, on Aug. 30 married Dorothy Lippincott of the publicity department of that agency.

AFA 10th Session

THE 10th District convention of the AFA will be held Oct. 16-18 in Tulsa, Okla. under sponsorship of The Tulsa Advertising Federation. Amos Parrish, retail consultant and fashion clinic expert, will head the list of speakers. Entertainment will be furnished by the Newspaper Publishing Corp. and KVOO and KTUL. The 10th District comprises, Oklahoma, Arkansas, Louisiana and Texas.

TOM HARGIS, formerly producer of NBC Chicago, has joined Russel M. Seeds Co., Chicago, as director and producer of transcribed *Renfro Valley* program sponsored by Brown & Williamson Tobacco Corp., Louisville.

ALLIED ADV. AGENCIES, Los Angeles, has established branch offices in the Bank of America Bldg., San Diego, Cal., with H. W. Gambrell as resident manager.

MARION KYLE, who operates an advertising agency under his own name in Los Angeles, was seriously hurt in a recent auto accident on the San Francisco peninsula.

RAY MOUNT ROGERS, for more than two years copy chief of Gerth-Knollin Adv. Agency, San Francisco, has been elevated to account executive and transferred to the firm's Los Angeles office.

BEESON-FALLER-REICHERT is the new name of the former Sterling Beeson Inc., agency in Toledo. Officers are Sterling Beeson, chairman of board; John O. Munn, president; R. J. Faller, vice-president; Arthur Reichert, vice-president; H. Reed Sturgeon, secretary-treasurer.

WILLIAM VON ZALEY, formerly of WINS, New York, and previously with Consolidated Radio Corp., has left for California to direct the radio department of Music Corp. of America's Coast office.

North Appointed

JAMES D. NORTH, Assistant to Charles G. Mortimer, Advertising Manager of General Foods Corp., New York, has been appointed associate advertising manager of the company for Jell-O and Minute Tapioca, as of Sept. 1. Succeeding Mr. North as Mr. Mortimer's assistant is John S. Allen, formerly advertising assistant on Jell-O and Minute Tapioca. Mr. North has also handled export advertising for the company and the Walter Baker account in the past five years.

Charles K. Kaufman

CHARLES K. KAUFMAN, 55, for more than 20 years with the Arthur Rosenberg Adv. Agency, New York, died Aug. 30 at Montefiore Hospital after a six-month illness. He is survived by a wife, two daughters and two brothers.

Coutant Plans to Resign To Join Statistical Firm

FRANK R. COUTANT, vice-president in charge of marketing of Pedlar & Ryan, New York, in late September will resign to become vice-president and director of service of Fact Finders Associates, New York, research affiliate of the Advertising Distributors of America.

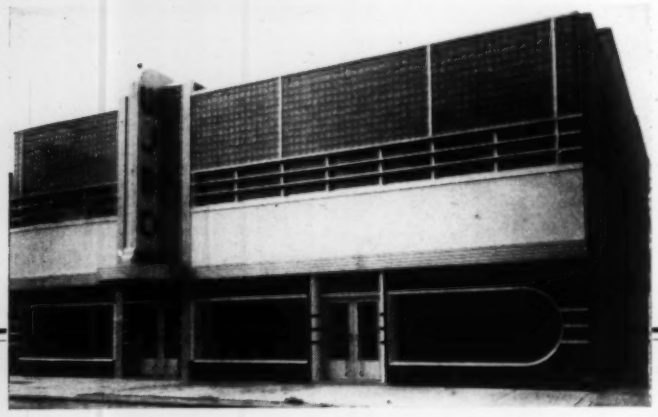
A pioneer in the development of scientific marketing, Mr. Coutant is well known for his lectures and books on research, the latest being an analysis of 140 major markets in America in cooperation with the American Marketing Assn. and the U. S. Bureau of Census. He will be associated with Dr. R. E. Rinfusz, president of Fact Finders, to assist in broadening the scope of the company to include all types of marketing and research consultations, planning, direction and interpretation of surveys, consumer testing of old and new products, studies of effectiveness of media and advertising campaigns. Succeeding Mr. Coutant will be D. [illegible] Robinson, formerly general manager of Federal Adv. Agency, New York.

Parsons to Federal

DON PARSONS, formerly director of promotion of the McCall Corp., New York, has been named vice-president and director of research of Federal Adv. Agency that city, succeeding D. E. Robinson, general manager, who resigned to join Pedlar & Ryan, New York, effective Sept. 29 [BROADCASTING, Sept. 1]. Previous to joining McCall in 1932, Mr. Parsons served as general sales manager of McGraw-Hill and in a general executive capacity for Curtis Publishing Co.

Coast Branch Enlarged

NEEDHAM, LOUIS & BRORBY with three sponsored network shows to originate from the West Coast, has tripled its Hollywood radio production office space at 1680 N. Vine St. Van Fleming, formerly producer of Brisacher, Davis & Staff, San Francisco, has been added to the staff as producer of the weekly NBC show *Hazard*, sponsored by S. C. Johnson & Son. Cecil Underwood, West Coast manager of the agency, produces the weekly *Great Gildersleeve*, which started Aug. 31 under sponsorship of Kraft Cheese Co. (Parkay Margarine), on 28 NBC-Red stations, Sunday, 6:30-7 p.m. (EDST). He will have a similar assignment on the weekly NBC *Fibber McGee & Molly* program, resuming Sept. 30 under continued sponsorship of S. C. Johnson & Son.



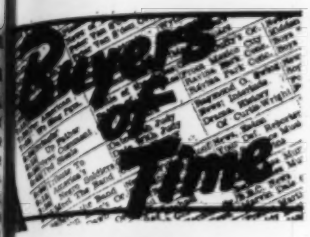
10,000 PEOPLE WILL COME TO BATON ROUGE THIS WEEK. 8,000 WILL STAY.*

*La. State U. registration last year
Students—6,774 • Staff—1,950

5,000 Watts **WJBO** 1150 Kc.

Represented Nationally by Geo. Hollingbery Co.

WAR BOOM HITS
PIEDMONT SECTION OF SOUTH CAROLINA
DOMINATED BY
WFBC - GREENVILLE
5000 WATTS "TEXTILE CENTER OF THE SOUTH"
OVER 150 ACTIVE ACCOUNTS
WEED & CO.



WILLIAM B. MAILLEFERT

MENTION the *Great Republic* to Bill Maillefert, timebuyer for the New York office of Compton Advertising Inc., and his face beams. For the *Great Republic* is a 28-foot sailboat, one-third owned by Bill, the rest by two of his agency cohorts. It is famous in boating circles as the auxilliary cutter that once sailed across the Atlantic piloted by a one-armed captain.

Then mention the plumbing and duck-diving business and Bill grins knowingly, for he once spent a term with the 11th Ward Bldg. & Loan Assn. in Newark as its representative in those lines.

Bill was born in 1912 at Westfield, N. J., gained his higher education at Rutgers College where he gave the old college try for the swimming team. Leaving Rutgers in 1930, pipe-smoking Maillefert, after a series of building and loan jobs, joined Compton in 1937 in the checking department, soon transferring to the media department where he handled radio under Murray Carpenter. In 1939, Bill took over the spot and assistant network timebuying jobs, answering to Dan Potter on network and Guy Richards, media director.

He buys time for Procter & Gamble's Ivory Soap, Ivory Flakes, Crisco, Naptha, Duz and Fluffo, and also Bosco Coffee and Krueger Beer. It runs about 1½ million dollars annually in spot.

Bill is married to Cathryn Jouvin. Hobbies besides his sailing activities are golf and squash.

Asked about fall business, he indicated the possibility of spot time increasing with network probably remaining about the same as 1940.

FTC GRANTS PLEA TO REVISE REPORT

PERMISSION to alter the dates covering reports on commercial programs, submitted by radio stations four times yearly in complying with Federal Trade Commission requirements, has been granted to WHK-WCLE, Cleveland, by PGad B. Morehouse, director of the FTC's Radio & Periodical Division, the stations revealed last Wednesday.

The FTC ordinarily requires radio stations to submit copies of all commercials aired in a 15-day period, but under the new WHK-WCLE plan the period is shortened to two consecutive weeks, starting each week on Monday.

In submitting the suggested change, it was explained that the 15-day report periods in the past often have not coincided with the radio business week, sometimes running through one entire week and parts of two others and creating an additional burden in preparing the reports. Leslie F. Biebl and Walter Davis, originators of the WHK-WCLE plan, estimated that since most radio commercials run on a weekly basis, the simplified procedure will reduce by about 30% the man-hours required to make out the FTC reports.

Although Mr. Morehouse stated that the Radio & Periodical Division had not made any blanket change in the procedure for radio stations, he indicated to BROADCASTING that stations desiring to put the new plan into operation could obtain permission from the FTC.

La Palina Series

CONGRESS CIGAR Co., New York, for its fall campaign for La Palina cigars is sponsoring three quarter-hour weekly on WWJ, Detroit, featuring sports comments by Ty Tyson, and in October will start sponsorship of the weekly half-hour *Quiz Bowl* program on WKRC, Cincinnati. Agency is Marschalk & Pratt, New York.

OEM Labor Salute

AS A TRIBUTE to labor's part in defense efforts, the Office for Emergency Management arranged a special *Salute to Labor* program on NBC-Blue and Red Sept. 1, 1-2 p.m. In addition to a talk by President Roosevelt from Hyde Park, participants included American labor officials, Ernest Bevin, Great Britain's Minister of Labor, speaking from London, and Hollywood stars. Bernard C. Schoenfeld, chief of the OEM radio section, contributed an original play to the program, while Melvyn Douglas from Hollywood and Lowell Thomas in New York were m.c.'s.

KGA, Spokane, was silenced Aug. 26 nearly three hours when a bolt of lightning struck the antenna, demolishing a transmitter line.

AGENCY Appointments

M. M. GOTTLIEB ASSOCIATES, Allentown, Pa. (Telometer Clocks), to Julian G. Pollock Co., Philadelphia.

CORONET CHEMICAL Co., Allenwood, N. J. (Strike remedy), to Wm. N. Scheer Adv. Agency, Newark. Said to use radio.

DALLAS-FORT WORTH BREWING Co., Dallas, to Tracy-Locke-Dawson, Dallas. Radio included in plans.

ICE CREAM PRODUCTS Inc., Chicago (Fizz mix), to EBDO, Chicago. Said to use radio. Distribution is national.

WCKY OBTAINS SCRAP

Steel Shortage Is Eased by Station's Appeal

HELEN REES, promotion director of WCKY, Cincinnati, really started something when she found a serious shortage of steel scrap existed in the Ohio Valley area. Visiting Middletown, O., recently, Miss Rees interviewed steel and iron executives for her program, *Industry on the March*. From C. R. Hook, president of American Rolling Mills Co., and other industrial leaders, she learned that steel and iron plants were facing shutdowns because the supply of scrap was short.

In Middletown and Ashland, Ky., she was informed, scrap iron drives were conducted and the Armco plants there were kept going. Miss Rees proposed a similar drive in Cincinnati. She telephoned officials and steel executives in the Greater Cincinnati area. They agreed to meet and plan a campaign to collect scrap steel and iron from homes and business houses.

Meanwhile Mr. Hook phoned the Metals Conservation Division of the OPM for formal approval of the drives, and got it.

Taverns' Own 'Polka'

BMI reports that one of its songs, "Friendly Tavern Polka", has been chosen as the theme song of the national tavern industry, which will feature the number in a promotional campaign to build goodwill for taverns and will use it as a theme in whatever radio advertising the taverns use.

A NEW SONG, "A Pretty Coed Has Gone To My Head", has been written by Paul Fogarty, producer of WGN, Chicago.

CJOR joins the list of Canadian stations who point proudly to the free time and unstinted effort donated to Canada's War Effort. We're proud of Canada—sure of Victory. We work with that aim.

CJOR

Vancouver—Canada

1000 Watts 600 KC

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (In Canada)

FAIRMONT

A Fort Industry Market

The MAILMAN FAINTED!

All we told him was that we soon would be increasing our night-time power to 5000 watts. Naturally, we added that this increased power would mean increased coverage and, ergo, increased mail returns.

His eyes rolled brow - ward, he slipped slowly to the floor and his bale of letters addressed to WMMN burst, spilling and burying him completely.

Ask the JOHN BLAIR MAN

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

Polly Silenced

CONSTERNATION reigned at CBS on a recent Sunday morning, a few minutes before its broadcast from the New York Zoological Park, because a parrot, billed as guest star, knew only one tune and that an ASCAP one —the "Stein Song". Permitted a preliminary warmup, the parrot began whistling the song, one of those banned from CBS since last Jan. 1, when William Bridges, curator of publications at the Zoo, remembered ASCAP. A hurry call to CBS by Announcer John Reed King brought the order "Keep that parrot off the air," and the program went ahead with the 15 other performers doing their acts.

WEEKLY programs on MBS dealing with current events now total 84, or 16½ program hours. Newscasters account for 630 minutes of program time; recorded BBC news, 140 minutes; press association summaries, 100 minutes; foreign pickups, 80 minutes, and additional news programs, 455 minutes, including *Parade of the News* and *An Analysis of Propaganda.*

LONE STAR BEER'S BIG CAMPAIGN

Brewing Company Uses Four San Antonio Outlets For 27 Programs, 184 Announcements Weekly

LONE STAR BREWING Co., San Antonio, on Sept. 1 started a $25,000 radio campaign in the Southwest, claimed as "the greatest radio schedule ever released in South Texas", for Lone Star Beer. The campaign includes 27 programs and 184 spot announcements weekly on four San Antonio stations—KTSA, KONO, KMAC, WOAI—and it is estimated that every 30 minutes of the broadcast day, from 7 a.m. to 12 midnight a Lone Star Beer program or spot will be aired on one of these stations.

27 a Week

KTSA is carrying 27 programs weekly under the title, *Lone Star Radio Parade.* Monday through Friday mornings the station broadcast the *Woman's Parade,* featuring Frank Stewart's Hollywood gossip and news for women. Each noon on Monday, Wednesday and Friday it carries an *Army Parade,* featuring Adolph Hofner and his orchestra and devoted to men in the Army camps and flying fields in and around San Antonio.

On the *Texas Parade,* heard Tuesday and Thursday, Hofner and the orchestra salute neighboring communities, mentioning the name of the local Lone Star Beer distributor. In addition, KTSA carries a *War Parade* and a *News Parade,* with Charles C. Shaw commenting on the news each Monday, Wednesday and Friday. On Tuesday and Thursday he answers questions phoned in by listeners on his *Stump-the-Editor* quiz. Saturday night's schedule features a full-hour *Dance Parade.*

SIGN OF THE TIMES is this lo... display outlining the $25,000 ra... campaign of Lone Star Brew... Co., San Antonio, started Sept. ... on all four San Antonio stati... The campaign includes 27 separa... programs and 184 spot announc... ments weekly. Giving the place... a going-over are (l to r) W... Wilcox, KTSA account executi... Thomas F. Conroy, whose San A... tonio agency handles the Lone S... account; Harry Jersig, presid... of Lone Star; Charles Balthro... KTSA commercial manager.

Serutan Back

SERUTAN Co., Jersey City (health food) on Sept. 8 resumes *Journal of Living,* a half-hour transcribed series featuring Victor H. Lindlahr. The program, heard on a varying time schedule on 11 stations three times weekly, has been off the air for the summer. Ruthrauff & Ryan, New York, handles the account.

Warner Film Spots

WARNER BROS., Hollywood, having increased its advertising and exploitation budget for the film, "One Foot in Heaven," will include heavy use of radio along with other media.

Honeymoon Program

NEWLYWEDS make up the studio audience of the weekly half-hour participation program, *Honeymoon Cottage Quiz* on KMPC, Beverly Hills, Cal., jointly sponsored by Ben Hur Products Co., Los Angeles (food products); Gre-Sof Co., Los Angeles (cleaning solvent); Dr. W. J. Ross Co., Los Alamitos, Cal. (pet food, Silver Foam soap); Victor Food products Co., Van Nuys, Cal. (French dressing); Natures Products Co., Los Angeles (honeycomb chips); Downtown Motor Sales Co., Los Angeles (Hudson dealers). Quiz series, copyrighted by E. J. Post Co., Los Angeles, is conducted by Owen Babbe. A contest is open to all couples married since Jan. 1, 1939.

DR. MOSE HARVEY, news analyst of WSB, Atlanta, has been awarded a Rockefeller Foundation fellowship to study postwar reconstruction in Europe for the Council of Foreign Relations. He was an assistant professor of history at Emory U.

New GE Plant

GENERAL ELECTRIC Co. ... started construction of a new ... 275,000 building in Schenectady ... the assembly and testing of ... equipment for the Army and Na... according to Charles E. Wilson, ... president. The building, to be equip... at an additional cost of $1,000,000, ... part of a $2,400,000 project of the ... fense Plant Corp. for expansion ... GE radio manufacturing facilities. ... program also includes purchase a... renovation of the old Weber Elec... Co. plant. The buildings and equipm... financed by Defense Plant Corp. ... be operated by GE, but title will ... main with the Government.

Six Bouts Listed

SIX MAJOR BOXING bouts, ... cluding the Joe Louis-Lou Nova ... Sept. 29 at New York's Polo Grou... will be broadcast on MBS under ... sorship of Gillette Safety Razor C... Boston, from Sept. 12 to Nov. 21 ... clusive. Don Dunphy and Bill Co... will describe the bouts, all of wh... originate from Madison Square G... den, New York, except the Louis-N... one.

WCRS, Greenwood, S. C., on Sept. ... became a bonus outlet of the Y... Red Southeastern Group. Owned ... Grenco Inc., WCRS operates on 1... kc., 250 watts, unlimited.

Track's Success

ALTHOUGH only on WOR, New York, for three weeks with the *Trotting With Stu... Lomax* program, the Ol... County Trotting Assn. al... ready has an unusual success ... story to tell. Prior to the ... broadcasts the total amount ... of money at the track's par... mutuel averaged $95,000 pe... night. Average for the past ... three weeks has been $125,... 000 a night and on four re... cent nights the Roosevelt ... track achieved a new record ... —betting reached capacity, ... no more money being accepted. Agency is M. H. Hackett ... Co., New York.

ECONOMICAL COVERAGE

of the rich

BALTIMORE market

for instance:

for afternoon hours: 2 to 5

5 fifteen minute periods weekly

$192

Subject to dollar volume AND weekly discount

DAWN OF A NEW DAY

GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.

Studio Notes

WLW, Cincinnati, broadcast coverage of the Indiana State Fair at Indianapolis beginning Aug. 30 with a daily *Everybody's Farm Hour* program direct from the fair grounds. Ed Mason and Merton Emmert, director and assistant director of farm programs for WLW, handled the series aided by Lowell Watts and Boss Johnston, veteran Indiana sportsman and historian. WLW is also planning coverage of the Kentucky State Fair.

WLAW, Lawrence, Mass., has added a suite of five offices to its headquarter facilities, adjoining former studio offices.

WCAE, Pittsburgh, set up a special booth at Allegheny County Fair last month. Station used the facilities at the fair to promote MBS programs, which network WCAE joins Oct. 1.

WHEB, Portsmouth, N. H., presents its program *Let's Join the Army at Camp Langdon* from the harbor defense base on Newcastle Island, N. H., each Tuesday. The show is written and produced by soldiers.

WDNC, Durham, N. C., has completed arrangements for carrying weekly programs on campus life, conducted by student leaders of Duke U and the neighboring U of North Carolina. Campus news will be featured, along with interviews, music by college bands and dramatic skits by campus dramatic groups.

WSM, Nashville, will broadcast the September Army maneuvers in Louisiana. Staffmen are being equipped for the assignment.

ANNUAL National Foreign Trade Convention, to be held in New York Oct. 6-8 will be given full coverage by WRCA and WNBI, NBC's international stations, with special attention to those phases of the convention dealing with efforts of the United States to aid Latin American countries in finding compensations for the loss of their European trade. Talks of Under Secretary of State Sumner Welles and Viscount Halifax, Ambassador from Great Britain, will be shortwaved in six languages to Latin America along with messages from President Roosevelt and Winston Churchill.

ONE OF THE pioneer amateur programs in the West, *Budda's Amateur Hour*, conducted by Dean Maddox weekly on KFRC, San Francisco, celebrated its seventh anniversary Aug. 23. Some 300 jammed the studios and requests for 8,300 more studio tickets had to be turned down. The program has been sponsored almost since its inception by the Marin-Dell Milk Co. of San Francisco.

Major to Return

FOLLOWING an 11-week period during which neither Major Edward Bowes nor his *Original Amateur Hour* have been heard, the Major returned to the CBS Thursday evening spot, under sponsorship of Chrysler Corp., Detroit. During the Major's hospitalization, while he recovered from an operation, the CBS program time was filled with symphonic music under the direction of Morton Gould, young American conductor-composer.

HENRY FORD, owner of the Ford Motor Co., which sponsors the CBS *Ford Sunday Evening Hour*, was awarded an illuminated scroll by Sigma Alpha Iota, professional music fraternity for women, at its recent convention, in recognition of "the outstanding symphony programs presented to the people of America which contribute greatly to our cultural defenses forming a bulwark of national morale."

STEEL FOR DEFENSE was the keynote when the 500-foot transmitter tower of WCAU, Philadelphia, at Newtown Square, Pa., was felled to be dismantled and sold to defense industries. The 35-ton steel tower became obsolete a week previous when WCAU's new 440-foot vertical radiator at Moorestown, N. J., was placed in operation. Here John G. Leitch, WCAU technical director who was called into the Navy two days later as a lieutenant-commander in charge of communications at Cape May, N. J., examines the fallen structure.

WDRC Names Taylor

APPOINTMENT of Herman D. Taylor, chief engineer of WTIC, Hartford, Conn., to the position of plant manager succeeding the late J. Clayton Randall and the advancement of Edwin R. Sanders to chief engineer in charge of development and research, was announced last Thursday by Paul W. Morency, general manager of WTIC. Taylor, who at one time was an operator on a number of merchant vessels and was with RCA, joined WTIC in October of 1924 aiding Mr. Randall in the original designing of studios and circuits for WTIC, as well as installation of new studios and transmitter in 1929 for 50,000 watt operation. Sanders, a graduate of Rennsselear Polytechnic Institute in 1931, has been with WTIC since that time.

Jesse Topete

JESSE TOPETE, 35, Los Angeles radio singer, died at the Fresno (Cal.) County General Hospital on Aug. 26 as result of a near-drowning while swimming near Coalinga two days before.

Teachers' Message

UTILIZING RADIO to convey their message, Superintendent Vierling Kersey and President John F. Dalton of the Los Angeles board of education on Sept. 8 were to address 11,000 teachers and students of 407 schools in that county during a half-hour morning broadcast released over KECA. All teachers were required to listen to the broadcast, which was the first time in the history of Los Angeles schools that such means had been taken to reach faculty members simultaneously. Facilities of KECA were turned over to the board of education as a public service.

WSOC

NEW power
" transmitter
" radiator
" coverage

OLD listener loyalty
" rates
" organization
" extra services

CHARLOTTE, N. C.

Headley-Reed Co., Nat'l. Representatives

There are two ways to blanket the heart of the Texas Gulf Coast—the hard way—with an unlimited budget and many media—or the easy way—with KXYZ-KRIS. Millions are being made and spent down here this year. Will it be with you—or your competitor? Get the facts on how to cover the most territory for the least money.

National Representatives:
THE BRANHAM COMPANY

MORE FOR YOUR MONEY
- . . . through our COMBINATION RATES
- . . . and BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON NBC • Blue
CORPUS CHRISTI NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

in the CONTROL ROOM

ARTHUR LUEDTKE, chief operator of WRUF, Gainesville, Fla., has resigned to accept a position with the FCC. Peter D. Lacy has been named to take the chief operator's job.

CLIFF MILLER, formerly of the Phoenix police radio, has joined the engineering staff of KOY, Phoenix.

CARL MILNER, formerly of the engineering staff of WSPR, Springfield, Mass., has joined WDRC, Hartford, as transmitter engineer.

EUGENE GOLDRUP, formerly chief engineer of KGMB, Honolulu and KHBC, Hilo, has joined the General Electric international station, KGEI, San Francisco, for vacation relief.

LEE GUSTAFSON, chief engineer of KGFW, Kearney, Neb., has transferred to KORN, Fremont, Neb. He is succeeded at KGFW by Jack Lewis of the engineering staff.

BILL HARMON, transmitter engineer of WORD, Spartanburg, S. C., recently became the father of a baby girl.

ROBERT PANTRELL, formerly with the CBS technical staff, has joined the engineering staff of WPID, Petersburg, Va.

MURDO MACKENZIE, NBC Hollywood field engineer, is recuperating from an appendicitis operation.

BOB SNOW, formerly of the engineering staff of WTAD, Quincy, Ill., has joined WMBD, Peoria.

ED J. LARK, formerly of KUOA, Siloam Springs, Ark., has joined WTAD, Quincy, Ill.

RUDY ISENBERG, transmitter operator of KXOK, St. Louis, has been named transmitter supervisor.

DONALD PRICE, engineer of KOIN-KALE, Portland, Ore., recently married Esther Mueller of McMinnville, Ore.

LAURENCE J. HOLT, of the transmitter staff of WJSV, Washington, is the father of a girl born Sept. 3.

ALL THE GADGETS in the house surround Clellan Card, of WCCO, Minneapolis, when he puts on his daily *Almanac of the Air* at 7 a. m., under sponsorship of Northrup, King & Co. Card fills 15 minutes with corny gags, noise, jokes and stuff. Noise predominates, judging by this collection of sound effects.

LESTER HARLOW, transmitter engineer of KIRA, Little Rock, has been called to duty in the Navy and transferred to Bowdoin College, Brunswick, Me.

GEORGE KENT, formerly of WCHS, Charleston, W. Va., has joined the engineering staff of KGHI, Little Rock, Ark.

J. M. HOLMES, new to radio, has joined the engineering staff of WGAC, Augusta, Ga.

MERWYN PLANTING, transmitter engineer of KGA, Spokane, recently married Rita Bradley of Spokane.

C. B. McKNIGHT, formerly KDYL, Salt Lake City, technician, has been appointed transmitter operator of K45LA, Hollywood FM station of Don Lee network.

Stromberg Promotes Hunt

C. J. HUNT, manager of the distributor division of Stromberg-Carlson Tel. Mfg. Co., Rochester, has been appointed manager of the company's radio division, to be assisted by S. H. Manson, recently appointed sales promotion manager, in supervising promotion of the company's products. Recently appointed as southwestern radio sales manager with headquarters in Kansas City is E. R. Hanslip, Jr.

His Brother's Place

STEWART BRAMMER, transmitter engineer of CKCL, Toronto, leaves in September to be radio operator on the trans-Atlantic bomber ferry command. When he learned his brother had been killed in a bomber ferry returning to Canada, Brammer asked to be allowed to replace him as radio operator in the ferry service. He was accepted.

GE FM Spots

GENERAL ELECTRIC Co., Bridgeport, Conn. (FM sets), is planning a campaign of transcribed announcements plugging FM sets, to get under way during October. Details will be announced later this week. Maxon Inc., New York handles the account.

Writes for Army Manual

S. STEPHENSON SMITH, educational counsellor of ASCAP, has been appointed by the National Theatre Conference to write the chapter on musical plays which will be incorporated in the *Manual for Amateur Theatricals*, in preparation by the U. S. Army for distribution to all morale officers and camp entertainment directors. Much of the material used by Mr. Smith in the chapter for the Army manual is to be taken from material assembled for his forthcoming book *The Musical Play*, to be published under ASCAP sponsorship as an outgrowth of the ASCAP Fellowship Competition for composers and authors of college musical plays.

NBC, the week of Sept. 14 is starting two sport programs to run through the football season, one starring Alice Marble and Graham McNamee reviewing Saturday's games on a half-hour evening program, and the other a half-hour Sunday noon program titled *The Second Guessers*. The latter show will feature three football coaches and three sports writers discussing the games of the day before.

IRE Nominates Graham, Van Dyck to Presidency

VIRGIL M. GRAHAM, director of the Application Engineering Department of Hygrade Sylvania Corp., and A. F. Van Dyck, manager of the RCA License Laboratory, have been nominated for the 1942 presidency of the Institute of Radio Engineers in ballots mailed to the membership for a vote to be concluded Oct. 25. Mr. Graham has been an IRE director since 1941, and Mr. Van Dyck was director from 1930 to 1935 and from 1939 to 1941.

The single nomination for vice president, which usually goes to a distinguished foreigner, was tendered W. A. Rush, controller of radio of the Canadian Department of Transport.

Nominated for 1942-44 directorships, three of whom are to be elected, were: A. B. Chamberlain, CBS chief engineer; I. S. Coggeshall, general cable supervisor, Western Union; W. L. Everitt, professor of engineering, Ohio State U; F. R. Lack, specialist products division, Western Electric Co.; P. C. Sandretto, superintendent, Communications Laboratory, United States Air Lines Transport Corp., Chicago; B. J. Thompson, associate director of the research and development laboratories, RCA Radiotron Division, RCA Mfg. Co.

WBNS FM Tower Ready

WBNS, Columbus, has just completed the antenna support tower for its new FM station, whose call letters, W45CM, are blazoned in six-foot neon lights on the tower. A new wing has been added to the WBNS transmitter building to house the FM transmitter, a 1 kw. No. 520DL REL model with Lester Nafzger, chief engineer of both WBNS and W45CM, ordered Aug. 29 from Radio Engineering Labs, and which is expected to begin operation Sept. 28. An FM control room, audio facilities room and a new 75-kw. Diesel driven generator plant have also been added to the transmitter house, which has been paneled throughout with knotty pine and equipped with fluorescent lighting.

CBS-AFM Hollywood Pact

CONTROVERSY between CBS Hollywood executives and Los Angeles Musicians Local 47 has been settled effective Sept. 1. Though conceding union demands for a minimum of 16 playing musicians and conductor on a sustaining basis, with a 52-week guarantee, CBS is releasing six men from the "A" or higher program brackets. Each musician receives a minimum of $85 weekly. KFWB, Hollywood, is asking for reduction in number of musicians employed on the staff orchestra.

IBEW recently negotiated a master contract through the San Francisco Employers' Council for the technical operation of KJBS, San Francisco, and KROW and KLX in Oakland.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

1340 WINX Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D.C.

PROGRAM PRIORITIES
WDAS Rates Sponsors by Defense Status

BORROWING from Government procedure, A. W. Dannenbaum Jr., sales manager of WDAS, Philadelphia, has set up a schedule of priorities for the daily participating *Merry-Go-Round* recorded show.

Since there is a heavy demand for participation in the two-hour program, those accounts will be given preference whose sales will not interfere with national defense. Any business which would bolster public morale will be given preference. Thus, a refrigerator dealer who had expected to advertise on the program this week will wait, while a roller skating rink will be given first preference for the available time.

GE's FM Speaker

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced development of a new high-fidelity loudspeaker and amplifier for use in FM broadcast stations. The speaker, of single-unit construction, is especially adapted for monitoring and audition purposes, A special design, evolved by GE engineers at Bridgeport, Conn., is claimed to have made it possible to achieve high audio fidelity with only one speaker. The amplifier and speaker may be coupled directly to the new GE FM station monitor for monitoring programs and audio quality of an FM station, it was stated.

Promotion Manager Wants NEW Job!

Sure-fire copy (without use of superlatives) plus practical, solid, sales-producing ideas. Proven executive ability—competent public relations—able speaker—wide promotion experience . . .

★ Four Years Promotion Manager group of ten radio stations.
★ Four years Assistant Promotion Manager large Metropolitan newspaper.
★ Six years with 4-A's Advertising Agency.

At present employed but lack of opportunity impels me to seek new fields.

For further details address Box 883
BROADCASTING MAGAZINE

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

SALES MANAGER—For Virginia Station. Good salary and commission. Box 877, BROADCASTING.

ANNOUNCER—Experienced, news, emcee. Draft exempt with executive ability seeking opportunity for advancement. From South-east. Radio Station WBIR, Knoxville, Tennessee.

Arkansas Station Needs Good Seasoned Announcer—Must handle controls. Write copy. At least three years announcing experience required. $25.00 per week and 15% commission on sales. Prefer southern or mid-south man. Box 891, BROADCASTING.

Wanted—One announcer-operator for permanent position. Must be single. Living costs here moderate and station will furnish transportation from coast. Experience not absolutely necessary but must have good voice. Write via clipper air mail stating details, salary expected, etc. Send transcription if possible. Station KTOH, Lihue, Kauai, T. H.

Situations Wanted

Operator—Desires permanent connection, married, draft exempt. References furnished on request. Box 887, BROADCASTING.

Announcer-Newscaster—General, special events. Employed. Five years affiliate experience. Transcription. Box 878, BROADCASTING.

18 Years Ship And Broadcast—Married, 35. Good maintenance. Want Southern Arizona or California. References. Not sick. Rigby, 19941 Coventry, Detroit, Mich.

First Class Licensed Control Operator—Now employed but desire position with better chance for advancement. Co-operative, conscientious worker; quality production. Box 879, BROADCASTING.

FREELANCE SPORTS ANNOUNCER—Desires permanent connection. All sports—six years experience with sports writing background. Draft exempt. Fifty dollars minimum. Guarantee listeners and satisfied sponsors. Box 884, BROADCASTING.

Producer, Program Manager, Announcer—Produced own programs. Served as program manager and departmental director. Now has doctorate. Desire change by October first. Post Office Box 247, Lima, Ohio.

Announcer-Producer-Writer—10 years in radio, 4½ yrs. at present Mid-west 50 kw station. Would like chief announcing or program executive job in good regional station. Married-draft exempt. Interview and transcription upon request. Box 885, BROADCASTING.

Situations Wanted (Continued)

Need A Young, Live-wire, Versatile Man?—At 21 am college grad and a Program Director. Experienced programming, continuity, announcing, publicity, news commentaries, plays, etc. Draft exempt. Now employed. Box 876, BROADCASTING.

Combination Man — Announcer-Producer. With educational and network experience. If you want a real program department built by a man who can earn his way announcing, let me send my story and audition record. Box 880, BROADCASTING.

Competent Announcer-Writer—Married, draft deferred desires position with radio studio preferably in South or West Coast. Have written National network shows which were produced. An asset to any radio studio that appreciates ability and enthusiasm of job. Box 892, BROADCASTING.

Program Manager—With twelve years radio experience now available. Has network, regional and local station background. Announced major league baseball and football, pro and college, produced network shows, excellent organist, has conducted major city symphony orchestra of 75. Married. Box 890, BROADCASTING.

Commercial Manager-Salesman—Available October 1st. Good personality, mixer, proven sales ability. Seasoned by fifteen years radio, newspaper, advertising experience. Family man. Clean habits. Exceptional recommendations past and present employers. Not looking for position but GOOD connection where work and ability pay dividend. Prompt CONFIDENTIAL reply. Box 881, BROADCASTING.

Station Manager—11 years experience; draft exempt; married; 31 years old. Prefer NEW small local or one that needs new blood. How about that 250 watter in the midwest? Let's talk it over. Your answer to this ad will bring me in for personal interview in hurry. Available immediately; now employed; best industry and character references. Box 889, BROADCASTING.

Wanted to Buy

Wanted—10 KW transmitter. Box 886, BROADCASTING.

Complete—Used equipment for local station. Write Box 882, BROADCASTING.

Will Buy Radio Station—If price is reasonable. Strictly confidential. Box 888, BROADCASTING.

Wanted—General Radio Type 516 C RF Bridge in good condition. KARM, Fresno, California.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

AFM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Purina Mills, St. Louis (feed), 132 *t*, thru Gardner Adv. Co., St. Louis.
Kerr Glass Mfg. Corp., Los Angeles (jars) 40 *sa*, thru Raymond R. Morgan Co., Los Angeles.
Wyatt Food Stores, Dallas (food), 104 *sa*, thru Haney Adv. Agency, Dallas.
San Antonio Drug Co., San Antonio (heat powder), 21 *t*, thru Pitluk Adv. Co., San Antonio.
Noxzema Chemical Co., Baltimore (skin cream) 13 sp, thru Ruthrauff & Ryan, N. Y.
Groves Labs., Chicago (chill tonic), 126 *sa*, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati, (soap) 156 *t*, thru Compton Adv., N. Y.
Rigo Mfg. Co., Nashville (fly spray), 6 *t*, thru Walker Casey Co., Nashville.
Smith Bros. Mfg. Co., Kansas City, (work clothes), 72 *sa*, thru R. J. Potts & Co., Kansas City.
General Mills, Minneapolis (cereal), 260 *t*, thru Knox Reeves Adv., Minneapolis.
Simoniz Co., Chicago (auto polish), 13 *sa*, thru George H. Hartman Co., Chicago.
Nesbitt Fruit Products, Los Angeles (beverage), 26 *t*, thru Walter K. Neill Inc., Los Angeles.
O-Cedar Corp., Chicago (polish), 65 *t*, thru H. W. Kastor & Sons, Chicago.
Tom Huston Peanut Co., Columbus, Ga. (confections), 26 *t*, thru Tucker Wayne & Co., Atlanta.
Jax Beer Co., Houston (beer), 30 *sa*, thru Anfenger Adv. Agency, St. Louis.
Coleman Lamp & Stove Co., Wichita, 52 *t*, thru Ferry Hanly Adv. Co., Kansas City.

KSAL, Salina, Kan.

Carey Salt Co., Hutchinson, Kan., 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.
Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 13 *t*, thru Arthur Meyerhoff Co., Chicago.
Minneapolis Brewing Co., Minneapolis (White Seal beer), 54 *ta*, thru BBDO, Minneapolis.
Standard Distributing Co., Chicago (Majestic camera), 10 *t*, thru Lane, Benson & McClure, Chicago.
Compagnie Parisienne, San Antonio (perfume), 10 *t*, thru Northwest Radio Adv. Co., Seattle.
Miller Cereal Mills, Omaha, 6 *sp* weekly, thru Allen & Reynolds, Omaha.

CKPR, Fort William, Port Arthur, Ont.

Canada Starch Co., Toronto, 39 *t*, thru Vickers & Benson, Toronto.
Quaker Oats Co., Peterboro, Ont., 5 *t* weekly, weekly *t*, thru Lord & Thomas, Toronto.
Ogilvie Milling Co., Montreal, 78 *t*, thru J. J. Gibbons Ltd., Toronto.
Tip Top Tailors, Toronto, 3 *sa* weekly, thru McConnell, Eastman & Co., Toronto.
Canadian Marconi Co., Montreal, 13 *sa*, thru Cockfield, Brown & Co., Montreal.

WHN, New York

Bulova Watch Co., New York, 50 *sa* weekly, 52 weeks, thru Biow Co., N. Y.
Hearn Dept. Stores, New York, 6 *sp* weekly, 59 weeks, direct.
Eastern Wine Corp., New York (Chateau Martin wines), 6 *sa* weekly, 56 weeks, thru H. C. Morris & Co., N. Y.

WEAF, New York

Philip Morris & Co., New York (Dunhill cigarettes), 3 *sp* weekly, 13 weeks, thru Biow Co., N. Y.
Benson & Hedges, New York (Virginia Rounds cigarettes), 5 *sp* weekly; 13 weeks, thru Maxon Inc., N. Y.

CKCL, Toronto

John Northway & Son, Toronto (department store), 3 *t* weekly, thru Frontenac Broadcasting Co., Toronto.

WBBM, Chicago

Sawyer Biscuit Co., Chicago, 5 *sa* weekly, thru Geo. H. Hartman Co., Chicago.
Carson, Pirie, Scott & Co., Chicago (dept. store), 6 *sp* weekly, 52 weeks, thru Stack-Goble Adv. Agency, Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnettoes and Ten Crown Chewing Gum), 3 *sp* weekly, 52 weeks, thru Platt-Forbes, N. Y.
Allison-Bedford Co., Chicago (food products), 2 *sa* weekly, 52 weeks, thru David Goldman Co., Chicago.
Atlas Brewing Co., Chicago (beer), 6 *sa* weekly, thru Craig Dennison Agency, Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 12 *sa*, weekly, thru Ferry-Hanly Co., N. Y.
Vick Chemical Co., New York (Vatranol and Vaporub), 6 *sp* weekly, 26 weeks, thru Morse International, N. Y.
Paul F. Beich Candy Co., Bloomington, Ill., 6 *ta* weekly, 13 weeks, thru Ferry-Hanly Co., Chicago.
Musterole Co., Cleveland (cold remedy), 6 *sa* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Grove Labs., St. Louis (Bromo Quinine), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.

KOA, Denver

Quaker Oats Co., Chicago (cattle feed), weekly *t*, thru Sherman & Marquette, Chicago.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (fountain pens), 2 *sa* weekly, thru Russel M. Seeds Co., Chicago.
O'Cedar Corp., Chicago (household products), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Ralston Purina Co., St. Louis (cereal, feeds), 3 *t* weekly, thru Gardner Adv. Co., St. Louis.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 10 *sa* weekly, thru Ferry-Hanly Co., N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap and ointment), 12 *ta* weekly, thru Atherton & Currier, N. Y.
The Pen Man, Chicago (fountain pens), 3 *sp* weekly, thru United Adv. Cos., Chicago.

CKGB, Timmins, Ont.

Ogilvie Flour Mills, Montreal, 3 *t* weekly thru J. J. Gibbons Ltd., Toronto.
Canada Starch Co., Toronto, 5 *t* weekly, thru Vickers & Benson, Toronto.
Canadian National Exhibition, Toronto, 5 *sp* weekly, thru Cockfield, Brown & Co., Toronto.

KHJ, Hollywood

Lydia E. Pinkham Medicine Co., Lynn, Mass. (Pinkham's compound, tablets), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Western Family Magazine, Los Angeles, 26 *sa* weekly, placed direct.

CJRC, Winnipeg

Red Deer Valley Coal Co., Winnipeg, *t* weekly, thru Norris-Patterson, Winnipeg.

WNEW, New York

Kellogg Co., Battle Creek, Mich. (Pep), 10 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Hoffman Beverage Co., Newark, 13 *sa* weekly, 10 weeks, thru BBDO, N. Y.
Red Seal Motor Co., New York, 25 *sa* weekly, 52 weeks, thru The Brenallen Co., N. Y.
Beechnut Packing Co., Canajoharie, N. Y. (gum), 12 *sa* weekly, 15 weeks, thru Newell-Emmett Co., N. Y.
D. Goldenberg Inc., Philadelphia (peanut chews), 26 *sa* weekly, 26 weeks, thru Clements Co., Philadelphia.
F. G. Vogt & Sons, Philadelphia (Phila. Scrapple), 3 *sp* weekly, 26 weeks, thru Clements Co., Philadelphia.
Lester Piano Mfg. Co., Philadelphia, 6 *sp* weekly, 20 weeks, thru P. R. Manfre, Philadelphia.
Phillips & Benjamin Co., Waterbury (Snomist), 3 *sp* weekly, 13 weeks, thru Chas. W. Hoyt Co., N. Y.

KQW, San Jose, Cal.

Seattle Brewing & Malting Co., Seattle (Sick's Select Beer), 7 *sa* weekly, thru Western Agency, Seattle.
Hurley Machine Co., Chicago (Thor Gladiron), 5 *sa* weekly, thru E. H. Brown Adv., Chicago.
Federal Outfitting Co., San Francisco (chain), 6 *sp* weekly, thru Allied Adv. Agencies, San Francisco.
Beneficial Casualty Co., Los Angeles (life insurance), 5 *t* weekly, thru Stodel Adv. Agency, Los Angeles.
Standard Distributing Co., Chicago (Regal camera), 5 *t* weekly, thru Lane, Benson, McClure, Chicago.
Johnson, Carvel & Murphy, Los Angeles (Kellogg's Ant Paste), 14 *sa* weekly, thru W. C. Jeffries Co., Los Angeles.

WOR, New York

Pinex Co., Ft. Wayne, Ind. (Pinex cough syrup), 6 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Rubsam & Horrman Brewing Co., Staten Island, N. Y. (R&H beer), 3 *sp*, 2 *sa* weekly, thru S. C. Croot Co., N. Y.
Manufacturers Trust Co., New York (banking service), weekly *sp*, thru McCann-Erickson, N. Y.
Carnation Co., Milwaukee (milk), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.

KFI, Los Angeles

Flamingo Sales Co., Hollywood (nail polish), 2 *sa* weekly, thru Buchanan & Co. Inc., Los Angeles.
Peter Paul Inc., San Francisco (candy), 3 *sp*, thru Brisacher, Davis & Staff, San Francisco.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 5 *sa* weekly, thru Ferry-Hanly Co., N. Y.

WGN, Chicago

Allison-Bedford Co., Chicago (food products), 6 *sa* weekly, 52 weeks, thru David Goldman Co., Chicago.

WENR, Chicago

Columbia Bedding Co., Chicago, 12 *sa*, thru Wallace-Lindeman, Grand Rapids, Mich.

FOUND 750 KC. 10,000 WATTS
KXL
LAND
OREGON'S GREATEST COVERAGE

REGULAR LICENSE IS GRANTED WWDC

DISREGARDING pending protests, the FCC last Wednesday granted WWDC, Washington's newest broadcast station, a regular license to operate on 1450 kc. with 250 watts fulltime, along with its 100-watt booster station.

Operated by the Capital Broadcasting Co., the station's facilities have been applied for by Dyke Cullum, vice-president and one of the three stockholders. Mr. Cullum also has sought dissolution of the company in the Washington courts.

Mr. Cullum has been at loggerheads with his associates, Stanley H. Horner, president, and Buick distributor in Washington, and Edwin M. Spence, secretary-treasurer and former NAB executive, virtually since the station began operation early this year. Last May he had asked the court for an accounting and appointment of a receiver.

The FCC's action, granting WWDC a regular license, was taken after perusal of the pending litigation and allegations of Mr. Cullum, it was reported. Mr. Spence is general manager of WWDC.

FTC Gets Stipulation From KWK, St. Louis

KWK, St. Louis, operated by Thomas Patrick Inc., has stipulated with the Federal Trade Commission that it will stop certain representations in advertising its broadcasts and assists in preparing for Colonial Bread, a product of Colonial Baking Co., St. Louis, according to a Sept. 5 FTC announcement. The station entered into a stipulation following similar action by Colonial Baking Co. The FTC explained that in cases where a radio station participates in preparing copy broadcast on the station for a sponsor, the station is considered in the same class, subject to complaint for misleading advertising practices, as the advertiser. Since this was the first time an advertising medium had been called upon to stipulate against certain practices, it was regarded in some quarters that the FTC has departed from established policy and may be expected to require similar action of radio stations in the future.

Radio Census Delayed

FURTHER delay in the issuance of the radio census by the U. S. Census Bureau was forecast last week by bureau officials, who now estimate it will be early next year before the figures for the whole country are available. The bureau still plans to issue State figures, broken down by counties, as press releases first, but these will not start until latter October. No order of releases by States has yet been fixed. Previously it had been announced that the State figures would start issuing in September. The Census Bureau's count of homes equipped with radios was taken as part of the decennial census of population of 1940.

From

PORTLAND, OREGON

KXL LAND extends north including the following Counties in WASHINGTON:

Clark	Wahkiakum
Lewis	Gray's Harbor
Cowlitz	Skamania
Pacific	Thurston

and south including the following Counties in OREGON:

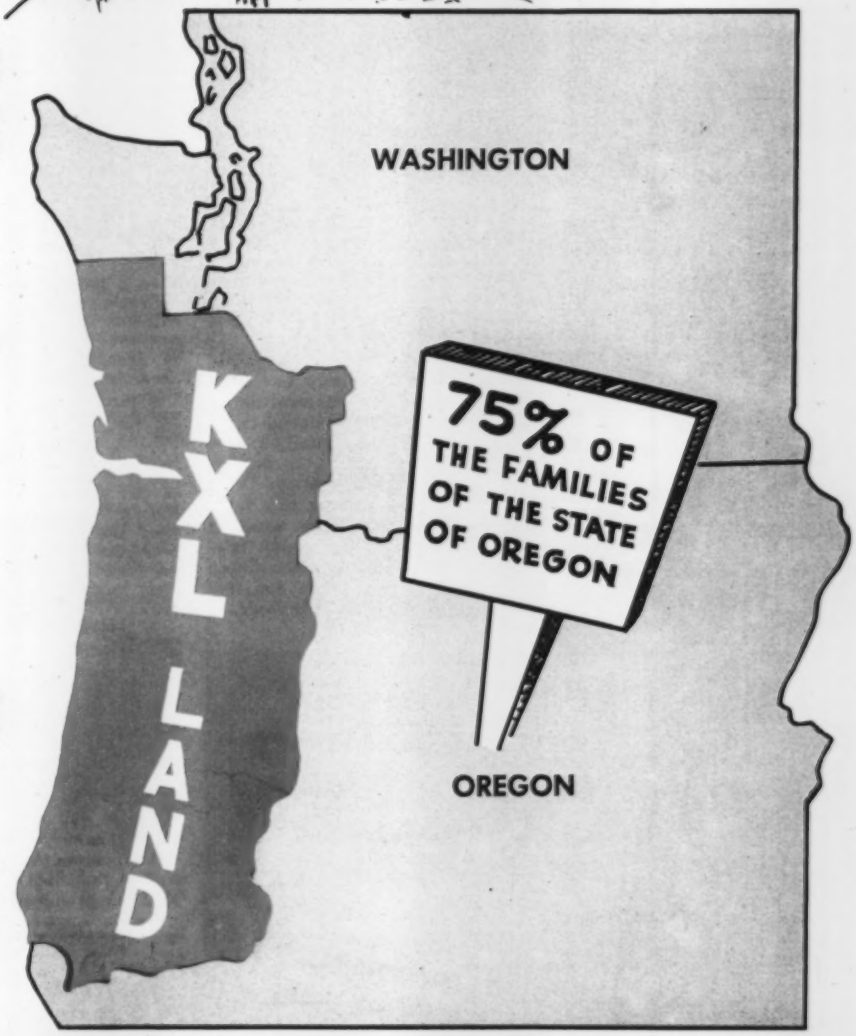
Yamhill	Coos
Marion	Multnomah
Polk	Columbia
Linn	Clatsop
Benton	Washington
Lincoln	Tillamook
Lane	Clackamas
	Douglas

Serving Over

ONE MILLION PEOPLE

Who Have A Buying Power of

$419,127,000.00



KXL

PORTLAND OREGON

750 Kc 10,000 WATTS

WRVA
50,000 WATTS
serving Richmond and Norfolk
CBS
Virginia's only 50,000 watt radio station — night and day
Ask any Paul Raymer office for more information about WRVA, one of the seventeen CBS 50,000 watt stations.

MANY HEAR NEWS IN FRENCH

CBS Reports World-Wide Interest in Programs Broadcast Twice Daily on Beam

FRENCH NEWSCASTS shortwaved to Europe twice daily by CBS via its shortwave station WCBX, are heard with interest by large followings not only in France and other parts of Europe and North Africa but throughout the Western Hemsiphere, as indicated by the dozens of letters received by CBS from all parts of the Americas where French-speaking people live.

CBS engineers look with interterest at the fact that though the programs are beamed on the "European antenna," they are readily picked up throughout Canada, United States and the Carribean.

Plight of France

Most of the letters from Europe express the hopes and fears of the French people for the plight of the mother country and point out that they listen to American broadcasts as their only source of unbiased news. Listeners on this side of the Atlantic write chiefly to express thanks for the privilege of hearing news broadcasts in French. This is true of letter received from the Canadian Provinces, and from French speaking people in Louisiana.

Among the other sections in this part of the world from which these French broadcasts draw response are the French colonies of Guadelope, Martinique and St. Pierre et Miquelon. Many college students and professors in the United States have written that the French broadcasts are made compulsory listening in conjunction with language classes. One Midwestern professor wrote in to ask about the possibility of recording the WCBX French broadcasts for use in class.

From the Dominican Republic where a listening group has been set up come letters commenting on reception and other technical radio matters and noting, usually favorably, the informative, impartial nature of the news from the U. S. as contrasted to propaganda from most European shortwave senders. Some members in the group take down the WCBX news in shorthand and type several copies for distribution among their neighbors, to be compared later to "Dr. Goebbels' 'news' from Berlin".

Under French military censorship, mail from Guadelope and Martinique has fallen off but occasionally letters are smuggled out by travelers leaving for New York, and delivered in person to the CBS French newscaster, Beverly Thurman. Interestingly enough, several of these letters were signed by Vichy officials on the islands who, along with hundreds of their fellow citizens, listened to the broadcasts and wanted to see that their comments got through to their "friends of the airwaves" on CBS's New York staff.

Most interesting are the letters from France — interesting and pathetic, too. They reveal the hopes of a beaten people looking to the United States not only for impartial news of world events, but to the American people as their ultimate saviors.

Past the Censor

Travelers from France often drop into the CBS office to deliver messages the authors were afraid would not get past the censors. An entire French family recently-arrived from Lisbon came to deliver a message of friendship and encouragement from what they said were thousands of fans in unoccupied France who are now afraid to write, because of fear of the Gestapo and Vichy police. Many of the letters from unoccupied France bear the mark of the German censor.

Many French listeners seem to have a panic-stricken feeling that for some reason the American radio will cut out its French broadcast now that France is beaten and cut off from the rest of world. "We need to hear free and friendly voices. You are the hope of the world. Vive la France-Vive l'Amerique!", writes one.

An American wife of a French prisoner of war in Germany writes on her return to New York from Paris: "Conditions in France are very bad and people just cling to broadcasts like yours to help them pass one day and the next."

Interesting Letter

A letter from Rodez in unoccupied France throws an interesting light on present conditions there: "You doubtless know that we are not allowed to hear most foreign broadcasts, so that America is the *only* voice that informs us of what is going on in the different parts of the world, even in France."

These and countless others run in the same vein. And each day CBS receives many similar ones. In this way officials have some evidence that the broadcasts in French have a following in the mother country as well as throughout the continent and North Africa. Letters have been sent by French people in Switzerland, Belgium, Algeria, Morocco and Cairo. Many from the free countries and French possessions express their keen disappointment because the Vichy government failed to carry on the fight against Germany from the French Colonial Empire. They said they were looking to the United States and President Roosevelt to save them.

INDUSTRIAL HISTORY is made as Jimmy Creasman, special events announcer of KTAR, Phoenix, lets his Arizona listeners hear the slosh of the first batch of cement to go into the foundation of Arizona's first defense plant, the $2,000,000 Goodyear Aircraft Corp. factory near Phoenix. Bending his back to the shovel is Lynn Lane, Phoenix attorney, representing the Governor of the State. The plant, to employ 1,500, will make airplane parts for industries in California and Texas.

FOR THE SOLDIERS

WLWO Plans New Series For Boys Below Border

OFFICIALS of WLW, Cincinnati, are making plans to air a number of programs weekly in English over the Crosley shortwave station WLWO, for American soldiers and sailors stationed in South America and at bases in Central America and the Caribbean.

Crosley officials point out that at present the majority of broadcasts beamed to those areas are in Spanish or Portuguese and designed for listening in countries speaking those languages. Naturally they are of little interest to men of the American armed forces stationed in those regions and consequently they have no contact with home through radio.

One group of soldiers in the Panama area went so far as to import an interpreter to broadcast a round-by-round summary in English over a local Panamanian station of a recent Joe Louis fight. Plans now call for broadcasts twice weekly especially designed for soldiers and sailors south of the border.

Where But
WSYR
SYRACUSE
can you get COMPLETE tie-in campaigns?

KOMA 5000 Watts
OKLAHOMA CITY'S CBS station
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Found His Buddy

JOHN M. PRINTUP, of the sales staff of WISN, Milwaukee, was thumbing through the pages of BROADCASTING when his startled glance fell on a disturbingly familiar photo in the "They Were In The Marine Corps Then". He turned to the identifying page and found he was looking at the face of an old schoolmate, Wilbur Eickelberg, whom he hadn't seen since 1915 when the two of them attended Oak Park High School in suburban Chicago. Eickelberg is now sales manager of Don Lee network.

Ray Linton Is Appointed To Head KFBI, Wichita

PROMOTION of Ray Linton to the post of general manager of KFBI, Wichita, was announced last Wednesday by Senator H. K. Lindsley, president of the Farmers and Bankers Broadcasting Corp. Mr. Linton, former New York and Chicago representative, joined KFBI three months ago as national sales manager.

Mr. Linton

Mr. Linton has announced appointment of Ted Johnson as station director. He was formerly with KMMJ, Grand Island, Neb., as continuity director and announcer. Bob Gadberry, former sportscaster of KOAM, Pittsburg, Kan., has been named head of the sports department. Leo Howard, also formerly of KOAM, is director of publicity and merchandising.

KMPC's ASCAP Pact

BRINGING the number of Los Angeles area stations operating under an ASCAP contract to seven, KMPC, Beverly Hills, Cal., signed with the Society on a per-program basis on Sept. 2. Under agreement negotiated by Robert O. Reynolds, station manager and Richard Powers, ASCAP Western division supervisor, music is made available on payment of 10% of time sales, less agency commission where it obtains. On blanket deals contract calls for payment of 3% of time sales. Other local stations signed are KHJ KFWB KFAC KRKD KIEV KFVD.

Lanny Ross Composer

LANNY ROSS, CBS singing star, is the composer of "Keep 'Em Flying", official recruiting song of the Army Air Forces, now being distributed to 650 stations throughout the country as a recording made by Ross with the U. S. Army Band. He is also composer of "Pots & Pans", song being used in the Government's aluminum drive.

CALL LETTERS, WJPA, have been issued to the Washington Broadcasting Co., authorized to construct a new local in Washington, Pa. [BROADCASTING, Aug. 25].

NAB Starts Campaign Among Colleges To Install Technician Training Courses

COGNIZANT of an impending shortage of radio technicians because of defense requirements, the NAB through its National Defense Committee has launched a campaign urging establishment of radio technicians courses at universities.

Executives of leading schools, the NAB announced, are being contacted by district representatives of the defense committee regarding introduction of such courses this fall to provide a needed supply of competent technicians for military forces and industry. Both men and women would be enrolled.

Carolina Course

Dean Van Leer, of the Engineering School of North Carolina State, already has announced a fulltime 12-week campus course. His plans were sent the National Defense Committee through A. J. Fletcher, president of WRAL, Raleigh. Dean Van Leer also plans to conduct off-campus courses in larger North Carolina cities, whenever the minimum number of students can be recruited. A third course would be open to graduates of the Electrical Engineering School.

The NAB has sent to district representatives of the defense committee data accumulated from Army, Navy and FCC sources. NAB President Neville Miller, in a covering letter, suggested that the representatives take up the matter with colleges in their districts.

Such radio courses are among those financed by Congress through the U. S. Office of Education, he pointed out. He estimated that some 25 schools gave radio courses last year and that the Office of Education is favorably disposed toward them. "It is our belief, supported by fact," Mr. Miller said, "that the question of trained technical personnel will become more serious as time passes and that if the courses are to be given, they should be started this fall." He urged that broadcasters use their own medium to assist in recruiting students.

Designated as district representatives in the establishment of training courses are E. E. Hill, WTAG, Worcester; Harry Wilder, WSYR, Syracuse; George D. Coleman, WGBI, Scranton; Howard Chernoff, WCHS, Charleston; Red Cross, WMAZ, Macon; Howard Summerville, WWL, New Orleans; Franklin Schurz, WSBT, South Bend; Leslie C. Johnson, WHBF, Rock Island; George Burbach, KSD, St. Louis; Morgan Murphy, WEAU, Eau Claire, WMFG, Hibbing; W. C. Gillespie, KTUL, Tulsa; George Cranston, KGKO, Fort Worth; Ed Yocum, KGHL, Billings; Thomas E. Sharp, KFSD, San Diego, and Paul Connet, KGW-KEX, Portland. Representatives for district 15 Northern California, Nevada and Hawaii) and district 7 (Ohio and Kentucky) soon will be named.

KFBI Storm Coverage

DESCRIPTION of wreckage caused by a tornado at Lincolnville, Kan., was given listeners of KFBI, which sent transcription equipment to the scene. Harry Peck, special events man, interviewed victims and witnesses. The same storm wrecked the towers of KMBC, Kansas City [BROADCASTING, Sept. 1].

TODAY

is the time to get up to the minute

INFORMATION

on this

MAJOR MARKET

Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.

WLAW

5000 WATTS • 680 KC.

COLUMBIA AFFILIATE

National Representatives

THE KATZ AGENCY, Inc.

FM

with Simplified CIRCUIT DESIGN

GENERAL ELECTRIC

THE LANGUAGES ARE DIFFERENT . . . BUT THE THOUGHTS ARE THE SAME

★

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE

THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES

FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Where Sales Multiply
Air Castle of the South
WSM
50,000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

50,000 WATTS - CBS
425,683 Listening Families*
KWKH
SHREVEPORT
LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
*CBS Audit of Nighttime Coverage

The Northwest's Best Broadcasting Buy
WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

RCA BEATS THE PROMISES

Sarnoff Sets Off Campaign to Expedite Deliveries for National Defense

BEAT THE PROMISE is the goal of RCA in a campaign opened Sept. 2 by David Sarnoff, RCA president, who tapped the letter "B", symbol of the campaign. RCA plants participated in the ceremonies.

A "BEAT THE PROMISE" campaign designed to give national defense orders the right of way over all other business in the entire RCA organization was officially launched at noon last Tuesday when David Sarnoff, RCA president, tapped out "Beat the Promise" followed by the letter "B" in radio code with a key at his desk at Radio City.

The code signals, as well as a brief speech by Mr. Sarnoff, were sent by special wire to RCA plants at Camden and Harrison, N. J., where workers were staging rallies in honor of the drive.

Declaring that "defense has had and will continue to have the right of way in all of our plants," Mr. Sarnoff stated "this campaign signalizes to the world that RCA men and women are going to do all within their power to fulfill the obligations which we, as Americans, have assumed in connection with our country's national defense program." He repeated the pledge signed by the company's employes:

"I pledge myself to put forth my best efforts not only to fulfill the obligations which we have undertaken to meet the requirements of our national preparedness program, but, wherever possible, to beat that promise."

Training Courses

Although RCA Mfg. Co. has so far met or beaten most of its delivery dates on equipment for the armed services, the new drive marks an "all-out" effort to surpass all previous records, RCA spokesmen explained. More than 300 of the company's 19,000 workers were graduated last year from instruction courses designed for production in defense equipment and additional courses will be started this month, in collaboration with the Federal Office of Education and the engineering training for defense program, and double that number are expected to enroll when this fall's classes get under way. Classes are held at the RCA plant in Camden and at the U of Pennsylvania.

An additional 120 RCA employes were recently graduated from a course in job-training, "OPM training for defense," and 60 are now signed up for a new class, with further enrollment expected.

The main celebration of the "Beat the Promise" campaign, held at the Camden factory, opened with a concert of military music by the RCA Victor band, included songs by Barry Wood and concluded with Lucy Monroe singing "The Star Spangled Banner". The factory whistles tooted the "B" in code in accompaniment to the tapping of Mr. Sarnoff's key at the end of his remarks. Similar celebrations at the Indianapolis, Bloomington, Ind., and Hollywood RCA plants received Mr. Sarnoff's message via transcriptions, prepared and shipped to them in advance for inclusion in their rallies.

WISN Now Fulltime

WISN, Milwaukee, on Sept. 5 officially went fulltime with 5,000 watts on 1150 kc. from its new $150,000 transmission plant. On the inaugural day the station was saluted in a special half-hour CBS congratulatory program. Under the direction of General Manager G. W. Grignon, who has been with the station since its inception in 1922, the increase in power was marked by intensive local promotion which included hundreds of billboards in and around Milwaukee and page ads in the affiliated *Milwaukee Sentinel* including a special section Aug. 31. Technical phases of the construction were handled by Chief Engineer Donald A. Weller.

DALE EVANS, staff vocalist of CBS Chicago, signed a year's contract with 20th Century-Fox studios, and will start working in Hollywood Sept. 15.

OIL ADVERTISERS NAMED FOR STUDY

APPOINTMENT of a six-man subcommittee on advertising, composed of oil industry representatives, to look into advertising aspects of the Atlantic Seaboard petroleum situation was announced last Thursday by Acting Petroleum Coordinator Ralph K. Davies. Mr. Davies also appointed two other subcommittees, on fuel oil and asphalt, all of which will advise the District No. 1 Marketing Committee on their findings.

The advertising group likely will attempt to secure fuller co-operation in oil companies' efforts to educate the buying public to fuel economies, as reflected in the institutional and conservation-type radio continuity and publication copy now being used in the Atlantic Coast area.

Members of the advertising subcommittee are L. T. Kittinger, chairman, vice-president of Shell Oil Co., New York; W. L. Faust, Socony-Vacuum Oil Co., New York; J. A. Miller, Standard Oil Co. of N. J., New York; Harold L. Curtis, Shell Oil Co., New York; Eben Griffiths, Socony-Vacuum Oil Co., New York; S. M. Birch, Texas Co., New York.

WSAU Control Passes

CONTROL of WSAU, Wausau, Wis., passed into the hands of W. E. Walker when the FCC Sept. 1 authorized the sale of the shares of common stock by M. L. Chapin to Mr. Walker for $1,50[0]. Deal gives Mr. Walker 85 of the station's 160 issued shares, with Donald R. Burt holding the remaining 75 shares. The transaction also allowed Mr. Chapin to dispose of his entire interest in WSAU, a procedure accomplished in gradual stages so he can devote his time to the operation of WMAM, Marinette, Wis., of which he is part owner. Mr. Walker also has an interest in WMAM but devotes his time to the management of WSAU.

KHMO Dedicated

FORMAL dedication of the new KHMO, Hannibal, Mo., which went into operation Aug. 22 was held Aug. 27 attended by many local dignitaries. On hand were the *Prairie Ramblers* of WLS, Chicago, and Pappy Cheshire, entertainer of KMOX, St. Louis, as well as officials of the Lee Newspaper Syndicate, controllers of the *Hannibal Courier-Post*, operators of the station. The *Courier-Post* published a special 10-page radio edition. The KHMO staff of 14 is headed by Manager George Losey, formerly of WLS, Chicago; WDZ, Tuscola, Ill.; and WIZE, Springfield, O. Station operates 17 hours daily with 250 watts on 1340 kc.

A NEW transmitting tube specially designed for high frequency has been announced by General Electric. Designated GL-8009, this water-cooled tube is similar to the GL-880, but has a six-pole terminal mount and can be used as a Class B modulator, a radio-frequency amplifier and an oscil-

Sales increase over 100%

WORL ONLY RADIO STATION USED!

This 100% increase in sales is *not* a miracle! It's happening every day to advertisers using the 920 Club on WORL, America's outstanding radio program. The 920 Club, unique in format, with a powerful sales impact—gets results . . . and by results we mean sales.

Move Merchandise Off Retailer's Shelves . . . but fast!

$4,000 worth of pianos sold *in one week!* Doughnut sales up 147% *in one week!* Whatever your clients' product . . . high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

Buy a Participation in the 920 Club Now!

Announcements on 15 minute programs are open! Write for availabilities and 15 big success stories today!

SOUTH BOSTON 2410

39 OLD COLONY AVENUE

ROYAL CROWN
OF BOSTON, INC.

August 21, 1941

Mr. George Lasker
Radio Station WORL
610 Beacon Street
Boston, Mass.

Dear Mr. Lasker:

It will please you to know that sales of ROYAL CROWN Cola have increased over 100% this year as compared to last year!

I feel that radio has played the leading role in creating consumers' demand for ROYAL CROWN and -- inasmuch as WORL is the only radio station we are using -- there is but one answer: WORL's 920 Club Program is doing an outstanding job for ROYAL CROWN, and you can reserve time for us for many seasons to come.

Here's my sincere congratulations on such an original idea as the 920 Club and I wish you continued success.

Cordially,
ROYAL CROWN
G. Stephens

GS
VW

950 Kilocycles **WORL** 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS

Waste-Paper Campaign To Concentrate on Radio

OFFICIAL Government-approved campaign for the reclamation of waste paper necessary for the manufacture of boxes vital to national defense started last week in 32 cities with radio scheduled to receive three-fourths of the advertising appropriation. Cooperatively sponsored by the boxboard, roofing and book paper manufacturing industries, the campaign in New York includes 200 announcements on eight stations, while schedules in other cities are now being placed by the Olian Adv. Agency of St. Louis, with Frank Block in charge.

On a 13-week basis, the New York setup includes WBNX with six spots daily; WNEW on Stan Shaw's program; WMCA; WINS; WAAT for 31 spots weekly; WHBI; WABC on Arthur Godfrey's programs, and WOV. Spots plug local phone number of special switchboards which dispatch collectors to pick up the waste paper upon receipt of messages from housewives. The entire drive is being handled by the Conservation Committee of the Waste-Paper Consuming Industries, with Davis-Lieber, New York, in charge of national publicity.

BOB CARTER, chief announcer of WMCA, New York, in cooperation with civilian pilots in the New York area, served as coordinator of activities for the First National Defense Air Cavalcade held Sept. 7 at Manhattan Beach under the auspices of the American Flying Services Foundation.

FIRST EXCLUSIVE sponsor of Reuters (British) news service on KYW, Philadelphia, is Browning, King & Co., clothing store. At contract signing were: Front row (l to r) B. A. McDonald, KYW sales manager; Benjamin Wilks, for the sponsor; Leslie W. Joy, KYW general sales manager. Watching in rear are Gilbert Goldman, of the sponsor; H. N. Goldberg, account executive of I. A. Goldman & Co., the agency: L. D. Taylor, KYW salesman; I. A. Goldman, agency president.

Networks Prepare For Hearing

(*Continued from page 7*)

tween networks and their affiliates. This session originally had been set for Sept. 5 but was deferred by the Commission.

While no formal word came from the networks, it was indicated there is little likelihood suits challenging the FCC's jurisdiction will be filed until the Commission promulgates its proposed modified rules, following the oral argument. This was premised on the view that the networks would not be in a position to determine the nature of their legal attack if they were not aware of the language of the regulation as finally adopted. Moreover, there was the question whether their administrative remedies will have been exhausted prior to the issuance of the final regulations.

Plans of Counsel

MBS inadvertently found itself in the position of the moving party on the oral arguments, since its petition proposing amendment of the regulations was the only pleading pending when the oral arguments were ordered late last month. At no time during the protracted proceedings has MBS indicated it proposed to litigate the question of the FCC's jurisdiction. On the contrary, it has contended the FCC was within its legal rights throughout the proceedings.

It is expected that Louis G. Caldwell, chief counsel for MBS, will argue his petition in the Sept. 12 proceedings. Former Judge John J. Burns, chief counsel for CBS during the entire network monopoly proceedings dating back to 1938, and John T. Cahill, former District Attorney of New York, head counsel for NBC since early this year, are expected to argue for their respective organizations.

Whether parties in addition to the three major networks will appear for the oral arguments was open to question. The public notice for the arguments had been sent to all standard broadcast licensees and was sufficiently broad to allow regional networks, affiliated stations and independents, to participate.

The major networks apparently feel the oral arguments will provide opportunity simply to review what they already had presented to FCC Chairman Fly and his attorneys during the protracted conferences which began last June and terminated abruptly Aug. 7 when Chairman Fly rejected all proposals for a substitute time option rule and projected one of his own [BROADCASTING, Aug. 25-Sept. 1].

With assurances given the industry that the rules, once they are modified, will not be invoked summarily, it was felt ample time—probably a month—would be allowed for adjustment of network-affiliate contracts. If the networks regard the revised rules as oppressive, it is expected the original course of challenging the Commission's jurisdiction will be embarked upon, probably in the New York courts.

NOXZEMA Co., Baltimore, on Oct. 2 adds WSB, Atlanta, and WAPI, Birmingham, for sponsorship of its *Quiz of Two Cities*, placed through Ruthrauff & Ryan, New York.

Long-Term Credit Firms Expanding Use of Radio

ONE OF THE MOST active sales weeks in 1941 was reported for the last August week by Philadelphia radio officials. Moreover, the curtailment of installment buying promises instead to stimulate buyings, acording to A. W. Dannenbaum Jr., sales manager of WDAS. Several installment accounts using the station have already increased their time to securing defense money in evidence in Philadelphia, he said.

Since the down payments have been increased and the length of time for payments shortened, the credit houses, Mr. Dannenbaum states, are trying to compensate for the loss of the "dollar-down dollar-a-week" business by endeavoring through radio to reach those who can afford to spend more. Many accounts are now featuring luxury items, never before featured on their broadcasts, he continued. The luxury items offered are those not under restriction or priorities.

Theo. S. Fettinger

THEODORE S. FETTINGER, president of United Adv. Agency, Newark, died Sept. 4 of a heart attack at his home in Newark while listening to a baseball broadcast. He had been ill since last February when he suffered a stroke. Mr. Fettinger was a native of Altoona, Pa., where he was once advertising manager of the William F. Gable Department Store operating WFBG. He is survived by a widow and a son, E. Forsyth Fettinger.

World Series Plans

FIRST game of the 1941 World Series will be played Oct. 1 at Yankee Stadium, New York, and broadcast on MBS under sponsorship of Gillette Safety Razor Co., Boston. Pre-game programs scheduled on Mutual include a series titled the *Pennant Contenders*, featuring interviews with members of the Brooklyn, St. Louis and New York ball clubs on Tuesday nights. From WGRC, Louisville, MBS also will present a weekly series titled *World Series Memories*, featuring the veteran baseball writer, A. H. Tarvin, and Sportscasters Jack Robertson and Charlie Warren.

IT'S WBIG!

The MAGIC CIRCLE

5,000 richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the
LAKE SUPERIOR RADIO GROUP
not a wire network
WHDF • WJMS • WATY
Houghton, Mich. • Ironwood, Mich. • Ashland
Group contracts save 25% on three stations and 15% on any stations
National Representatives
BOGNER and MARTIN
295 Mad. Ave., N.Y. • 360 N. Mich. Ave.

Music Contract

(*Continued from page 10*)

published by the Thornton W. Allen Co., which is a member of ASCAP, under the terms of the consent decree, which provided that any income from such licenses be turned over to ASCAP for distribution to the membership in the usual manner.

Under his individual licensing arrangement, Mr. Allen has notified broadcasters that the 25 tunes are available on the following basis: $3 for stations with a 1940 income of $50,000, or less, $5 for stations with 1940 incomes of between $50,000 and $150,000, and $7 for stations whose 1940 incomes exceeded $150,000. It is possible that other numbers in the Allen Co. and other catalogs may be made available on a similar basis and BMI has requested broadcasters requiring the right to broadcast other college songs to communicate with BMI, which will endeavor to secure these rights for them.

Even if BMI is able to clear all college and university songs, the sponsors and broadcasters are not free from worry, however. In recent years collegiate bans, especially in the Southwest, have included swing units which go in for popular tunes as well as traditional alma maters and football songs. Furthermore, football games are not produced in station studios, with every musical number scheduled and timed in advance. In addition to the between-the-halves music, which may follow a schedule to some extent, the bands are likely to go into action at any time to fill a time-out period or after a player has broken away with the ball and scored a touchdown.

At N. W. Ayer & Son, agency in charge of advertising for the Atlantic Refining Co., which will be the largest sponsor of football broadcasts this fall, it was stated that the problem of music is currently under discussion, with every angle being considered, but that no decisions of any kind have been made.

Ward Names J-W-T

WARD BAKING Co., New York, on Sept. 5 announced the appointment of J. Walter Thompson Co., New York, to handle its advertising. Plans have not been formulated.

HOTCAN Corp., Los Angeles (self-heated canned food products), new to radio, has started using daily participation in the five-weekly 40-minute audience program, *Breakfast at Sardi's*, on KFWB, Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles.

BABES IN THE WOODS are these four from WCHS, Charleston, W. Va., who paused during the annual picnic of the station's staff to wet their whistles. They are (l to r) : Melva Chernoff, wife of Howard L. Chernoff, WCHS general manager; Carolyn Johnson, traffic manager of the station; Frances Robinson, wife of Odes Robinson, technical advisor for the West Virginia Network; Velva Williams, WCHS switchboard operator, whose photogenic physiognomy is partly concealed by a can of beer.

Son's Surprise

WHEN Myrtle Vail, writer and star of the *Myrt & Marge* serial on CBS wrote herself out of the script for several days to visit her son, George Damerel, announcer and singer of WNOX, Knoxville, she was surprised to find him waiting at the airport to interview her on WNOX, and Mayor Allen with an invitation to crown the queen of the city's Sesequicentennial pageant Aug. 29.

Mattress Schedule

SPRING-AIR Co., Holland, Mich., in a nationwide dealer promotion for Spring-Air mattresses has placed a varying schedule of one-minute spot announcements on WMAQ WGN WENR WBBM KGA KHQ WMAZ WABY KVOA KLZ WWSW WDBO WNAB WREC WJR WTAM WSPD WEEU WCBA WSGN WNAB. Also, weekday quarter-hour on WOR, New York, and KSTP, St. Paul. Radio will also be used in Kansas City, St. Joseph, Joplin, Mo.; Wichita, Topeka, Lawrence, and Kansas City, Kan.; Tulsa, Oklahoma City, Ada, Ardmore, Enid, Okla.; and Lincoln, Neb., according to Robert K. Mason, advertising manager. Company has sent out to dealers a large red-white-blue promotional piece, titled "Wake Up America Promotion", out-lining radio merchandising efforts. Wallace-Lindeman, Grand Rapids, is agency.

WNAB on Air

WNAB, Bridgeport's newest station, went on the air Sept. 8 on 1450 kc. with 250 watts. The station, owned by Harold Thomas who also owns WATR, Waterbury, has an 18-hour schedule and features Press Association news on the hour, plus the *1450 Club* patterned after WORL's *920 Club*. John Montgomery, formerly of WBRY, Waterbury, will handle the announcing on the *1450 Club*. Ken Thomas is station manager.

Pinex on 71

PINEX Co., Fort Wayne (Pinex cough remedy), on Oct. 6 will start 45 250-word spot announcements three to six times weekly on 58 U. S. and 13 Canadian stations. Russel M. Seeds Co., Chicago, is the agency.

Sperry Placing

SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy), on Sept. 8 is starting one-minute spot announcements on 10 midwestern stations 6 to 18 times weekly. Arthur Meyerhoff & Co., Chicago, is agency.

PHILADELPHIA musician's union turned down an offer of a music store desiring to sponsor a program using an orchestra containing half amateur and half professional musicians. The union ruled that only union musicians could be used unless standby fees were paid for the amateurs. KYW had asked a ruling on behalf of an undisclosed agency handling the account, reported to be Wurlitzer Music Co.

Canning Supplies Got Big Results!
In the 11th week of daily canning-supply announcements, inquires showed 304% above the 1st week, and 101% over the preceding week. ★ Ranking among the 4 lowest-cost-per-inquiry U.S. stations in a list of 14, KOA is producing remarkable results—as it can for you also.
50,000 WATTS
NBC RED NETWORK
DENVER
KOA
REPRESENTED NATIONALLY BY SPOT SALES OFFICES

ON SALES MANEUVERS
The New **WHEB**
Portsmouth, N. H.
Presents a Major Offensive
of Power and Personality
Primary Coverage, 1,188,034 Population
1000 SALT WATER WATTS on 750 Kc

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 30 TO SEPTEMBER 5, INCLUSIVE

Decisions . . .

SEPTEMBER 3

WIAC, San Juan, P. R.—Granted modification CP change transmitter license 5 kw unl.

KMPC, Beverly Hills, Cal.—Granted modification CP new transmitter, increase 10 kw directional N & D.

WNBF, Binghamton, N. Y.—Granted CP increase 5 kw unl., change 1290 kc, new transmitter.

WSAU, Waseau, Wis.—Granted consent transfer 5 shares common stock from M. F. Chapin to W. E. Walker for $1,500.

DESIGNATED FOR HEARING—**NEW, Lake Shore Broadcasting Corp., Cleveland,** CP new station 1300 kc 5 kw unl. directional (consolidated hearing with application of Cuyahoga Valley Broadcasting Co.).

MISCELLANEOUS—**NEW, Capital City Broadcasting Co. Inc., Topeka, Kan.,** CP new station placed in pending file under Order 79; **NEW, Indianapolis Broadcasting Inc., Indianapolis,** CP new FM station placed in pending file under Order 79; **NEW, Federated Publications Inc., Battle Creek, Mich.,** dismissed petition against FM grant to WJIM Inc.; **NEW, E. Anthony & Sons Inc., New Bedford, Mass.,** denied petition to remove application new FM station from pending file.

SEPTEMBER 5

MISCELLANEOUS — **WTMV, East St. Louis, Ill.,** granted motion to dismiss application CP 1540 kc 500 w N 1 kw D unl.; **KGKO, Fort Worth, Tex.,** granted motion withdraw application 570 kc 1 kw N 5 kw D directional N; **WTEL, Philadelphia,** granted continuance hearing to 11-12-41; **KFRO, Longview, Tex.,** granted continuance hearing to 11-17-41; **WMBR, Jacksonville, Fla.,** granted continuance hearing to 11-18-41.

Applications . . .

AUGUST 30

WJPR, Greenville, Miss.—Amend application to 1420 kc 1 kw N 5 kw D, install new transmitter and move.

NEW, Board of Education of the Memphis City Schools, Memphis—CP new noncommercial educational station 42.1 mc 250 w A3 emission.

WIBW, Topeka, Kan.—CP change equipment, increase 5 kw N 10 kw D directional.

KFGQ, Boone, Ia.—CP change 1180 kc, increase 250 w D, install new antenna.

KGGF, Coffeyville, Kan.—Amend application CP to use directional N and D.

NEW, Associated Broadcasters Inc., Indianapolis—CP new station 1480 kc 100 w N 250 w D.

KMYC, Marysville, Cal.—Modification license to 250 w, move studio site.

NEW, Edward E. Reeder, Seattle—Amend CP new station to 1560 kc.

SEPTEMBER 3

WEEU, Reading, Pa.—Amend application CP 5 kw, install new transmitter, changes in directional.

KPRC, Houston—Modification CP for new transmitter, increase 5 kw N 10 kw D directional N.

KGIR, Butte, Mont.—CP new transmitter, antenna, increase 50 kw, change 660 kc.

KDYL, Salt Lake City—CP transmitter, directional changes, increase 10 kw, change 880 kc.

Tentative Calendar . . .

WTEL, Philadelphia, CP 1500 kc 250 w unl.; oral argument on MBS petition for FCC to amend regulations re network option time, term of affiliation contracts (Sept. 12).

KFNF, Shenandoah, Ia., license renewal (Oct. 2).

WJAX, Jacksonville, Fla., CP 930 kc 5 kw directional N unl.; **NEW, Scripps-Howard Radio Inc., Houston,** CP new station 1230 kc 250 w unl.; **NEW, Texas Star Broadcasting Co., Houston,** same; **NEW, Greater Houston Broadcasting Co. Inc., Houston,** same (Oct. 13, last three consolidated hearing).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP 1340 kc 250 w unl.; **KWK, St. Louis,** CP 680 kc 50 kw unl. directional D & N; **WCAM, Camden, N. J.,** license renewal and modification to 1310 kc 500 w S-WCAP, facilities of WTNJ; **WCAP, Asbury Park, N J.,** license renewal and modification to 1310 kc 500 w S-WCAM, facilities of WTNJ; **WTNJ, Trenton, N. J.,** license renewal and modification 1310 kc 500 w unl. facilities of WCAM, WCAP; **WDAS, Philadelphia,** CP 1260 kc 1 kw N 5 kw D directional N (Sept. 24, last four consolidated hearing).

WOWO, Fort Wayne, Ind., CP 1190 kc 50 kw directional D & N unl.

THIS PICTURE would have run up and over the top of the page if the corn stalk in front of the group hadn't been cropped off. The stalk, 23 feet 2½ inches, won the 1941 WHO National Tall Corn Sweepstakes [BROADCASTING, Sept. 1]. At ceremonies for donation of trophy were J. O. Maland, WHO vice-president and manager; Lawrence Flander, the winner; Gov. George A. Wilson, of Iowa; Lloyd Cunningham, fair secretary; Herb Plambeck, WHO farm editor.

Hodges' Spots

JOHNNY-ON-THE-SPOT was Gil Hodges, special events director of WTAG, Worcester, while vacationing in Colorado. When a record-breaking hailstorm fell, Hodges phoned first accounts to KLZ and KMYR, Denver, and later when arriving in Denver, where he was caught in one of the city's greatest traffic tieups, he again phoned in the story in time for the evening newscasts.

Lang-Worth Pops

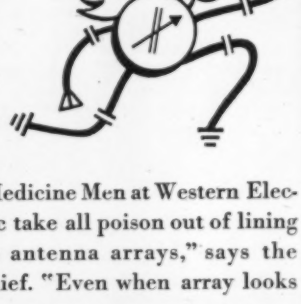
IN VIEW of the 20 name bands it now has lined up for recordings, Lang-Worth Feature Programs, New York, plans to enter the popular music publishing field, according to Ralph Wentworth, manager of the transcription company. Subscribers to the company's library service now total 270 stations, which assures Lang-Worth of ample promotion for its published popular music.

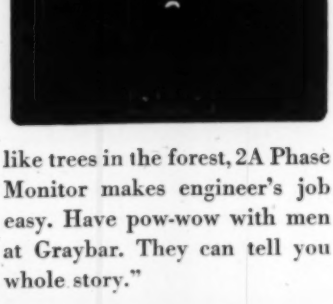
To Honor Nell Vinick

NELL VINICK, beauty advisor who conducts the thrice-weekly five-minute *Lessons in Loveliness* program on WABC, New York, on Sept. 9 starts her 15 consecutive year on the air at which time WABC will present to her a plaque for meritorious radio service. Her current series is sponsored by Drezma Inc., New York, in the interests of Drezma cosmetics.

"2A knows all the angles"

says Chief Engineer





"Medicine Men at Western Electric take all poison out of lining up antenna arrays," says the Chief. "Even when array looks like trees in the forest, 2A Phase Monitor makes engineer's job easy. Have pow-wow with men at Graybar. They can tell you whole story."

Western Electric

Aylesworth Associate In NBC Talent Bidding

M. H. AYLESWORTH, first president of NBC, was revealed last week as an associate of Dan Tuthill, assistant manager of NBC's program and talent sales division, in the formation of a new organization to take over the talent management functions of NBC. Deal has been reported as practically consummated for several weeks, but NBC officials deny that any contracts have yet been signed.

Neither Mr. Tuthill nor Mr. Aylesworth could be reached for comment regarding their association, but it is understood that Mr. Aylesworth was instrumental in securing financial backing for the new firm and that he will not take an active part in its operation. He is currently serving as head of the radio section of the Office of the Coordinator of Inter-American Affairs.

WTCN Promotion

FRANCIS VAN KONYNENBURG, of the sales staff of WTCN Minneapolis, has been promoted to the post of sales manager for the station, according to an announcement last week. Mr. Van Konynenburg, a graduate of the U. of Wisconsin, formerly was with the *Minneapolis Tribune* and the *Madison* (Wis.) *Capital Times* prior to joining WTCN seven years ago. At the time he was connected with Dan Agency, St. Paul advertising agency.

Van Konynenburg

WOR Restricts Spots

BECAUSE of the interesting demand by advertisers and agencies for one-minute announcements promoting their products, WOR, New York, is shutting down on the sale of such time, effective immediately. The station has one contract running at present, but at its expiration will allow no further one-minute schedules to be broadcast during evening hours. Reason for the decision is that such contracts cut up the quarter-hour and half-hour periods and are not good from the audience standpoint.

Frizz Fall Plans

ICE CREAM PRODUCTS, Chicago, subsidiary of American Maize-Products, New York, has set its winter schedule for Frizz ice cream mix in the Chicago area with eight one-minute spot announcements weekly on WMAQ Chicago, and weekly half-hour on WGN with Quin Ryan reading the comics. Schedule will be expanded nationally in the spring.

APPLICATION for a new 1,000-watt daytime station on 1080 kc. in Kalamazoo, Mich., has been filed with the FCC by WKAL Inc., headed by Maj. Frank E. McAllister of Kalamazoo as president, with Orrin B. Hayes, Oldsmobile dealer, vice-president, and Marvin J. Schaberg, attorney, secretary-treasurer.

Network Accounts

All time EDST unless otherwise indicated.

New Business

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive Corn Syrup, Durham Corn Starch) on Nov. 1 starts *NHL Hockey Players* on 37 Canadian Broadcasting Corp. stations, Sat. 7:15-7:30 p.m. Agency: McConnell Eastman & Co., Toronto.

Renewal Accounts

E. I. duPONT de NEMOURS & Co., Wilmington, on Sept. 29 renews for 52 weeks *Cavalcade of America* on 55 NBC-Red stations, Mon. 7:30-8 p.m. Agency: BBDO, N. Y.

PACIFIC GREYHOUND LINES, San Francisco, on Aug. 31 renewed for 52 weeks *Romance of the Highways* with Comdr. A. W. Scott on 28 Don Lee-Mutual, Sun., 10:15-10:30 a.m. (PST). Agency: Beaumont & Hohman, San Francisco.

LEVER BROS., Cambridge, Mass. (Lifebuoy), on Sept. 19 renews for 13 weeks *Hollywood Premiere* on 71 CBS stations, Fri., 9:30-10 p.m. (EDST). Agency: William Esty & Co., N. Y.

Network Changes

WHITE LABORATORIES, New York (Feenamint), on Sept. 28 shifts *Double or Nothing* on 116 MBS stations from Fri., 8-8:30 p.m. to Sun., 6-6:30 p.m. Agency: Wm. Esty & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Oct. 4 shifts *Sports Newsreel of the Air* from 52 NBC-Blue stations Sun. 9:45-10 p.m. to 50 NBC-Red stations, Sat. 10-10:15 p.m. (EST). Agency: Sherman & Marquette, Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Velvet Pipe & Cigarette tobacco), on Sept. 24 drops *Professor Quiz* on 69 CGS stations, Thurs., 10:15-10:45 p.m. (Agency. Newell-Emmett Co., N. Y.

Chicago Operettas

REPLACING the *Chicagoland Hour*, now heard on MBS Saturdays at 10 p.m. will be the operetta series heard last year titled *The Chicago Theatre of the Air*, which will start Oct. 4 on Mutual and be extended to 75 minutes. Col. Robert R. McCormick, editor and publisher of *The Chicago Tribune*, will make a "curtain" talk each week immediately following the opening theme by Henry Weber and the WGN Symphony Orchestra. William A. Bacher, WGN chief of programs and production, again will direct the series.

150 UNDERPRIVILEGED BOYS were guests recently at a "Breakfast of Champions", co-sponsored by KROW, Oakland, General Mills and the Boys' Club. Baseball players were guests of honor. Among participants were (standing, l to r), Philip G. Lasky, KROW general manager; Verne L. Mishler, Ed Kuhlman, General Mills; John Verges, manager of ball team; Phil Riley, hotelman; Ira Blue, KROW sports announcer. Seated are Cliff Allen, Boys' Club president; Roy J. Feuchter, General Mills; Dean Maddox, KROW baseball announcer.

CONGRESSMEN COOPERATING

WAGE and Representatives Provide Listeners With Information, Free Bulletins

AN IDEA of a 23-year-old member of the staff of WAGE, Syracuse, to perform a public service for the listening audience recently resulted in an outstanding station promotion success.

When Oliver Treyz learned that Government bulletins, for which individual citizens are compelled to pay 5 to 25 cents at the Government Printing Office, are available to the public free through their Congressman, he investigated further and found out that most people were unaware of this right. He particularly learned how these bulletins could be of service to farmers, housewives, handymen and gardeners.

Quick Cooperation

As a result, Treyz approached William T. Lane, WAGE general manager, suggesting that WAGE cooperate with Congressmen from the area in urging listeners to avail themselves of this free bulletin service.

Mr. Lane gave Treyz the green light and the youth immediately wrote Edward Arthur Hall, Representative in Congress from Binghampton. Several days later Treyz was surprised to receive a long distance call from Congressman Hall in Washington. In a three-way conversation, with Mr. Lane also on the line, the Congressman offered to cooperate and urged the station to inform listeners of this gratis service. He then suggested a weekly transcription, with a disc each day from one of the five Congressmen in WAGE's area, rotating each day to give the people back home an insight into political Washington. It was then that Treyz ventured that Rep. Hall might mention the broadcasts to his constituents in his Congressional letters.

The "mention", surprisingly enough, turned out to be in 200,000 letters to people in four Southern New York counties. On Aug. 4 Rep. Hall placed a copy of his letter in the *Congressional Record*.

AFM Session to Study Recorded Music on Air

RULES for the regulation or curtailment of recorded music on the air may be promulgated by the international executive board of the American Federation of Musicians when it meets in Chicago to act on the resolutions adopted by the AFM national convention held in Seattle last June. Board meeting has been tentatively scheduled for Sept. 30 in Chicago, according to AFM headquarters, where it was said the recording matter is the only one concerning radio scheduled for discussion at this time.

Several resolutions designed to protect musicians against the allegedly unfair competition of "canned music" were adopted by the convention, following the report of Ben Selvin, vice-president of Associated Music Publishers and a former orchestra leader, who had been engaged by the union to survey the use of recorded music and its effects on the employment of live musicians.

Smooth Saleing!

We've laid the ground work; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

for INTENSIVE COVERAGE of the SOUTH'S 7th CITY

among the 100,000 or more group for per capita effective buying income

use KTBS

SHREVEPORT, LA.

1000 WATTS • NBC

The Branham Co. — Representatives

U.P.

"The World's Best Coverage of the World's Biggest News"

Only New Orleans Station With UP and AP News

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

ILLINOIS?

For a big chunk of it, use the DECATUR station,

WSOY

250 w. 1340. Full time. Sears & Ayer. Local help given.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

Plan New Attack On 'Big Business'

Small-Business Section Begun In Department of Justice

INDICATIONS of further possible Government moves against merchandising and advertising practices of American "big business" were seen in a recent exchange of telegrams between Assistant Attorney General Thurman Arnold, head of the Justice Department Antitrust Division, and Senator Murray (D-Mont.), chairman of the special Senate Small Business Committee.

With announcement by Mr. Arnold that a small-business section had been set up in the Antitrust Division came mutual assurance of cooperation between the Senate committee and the new Justice Department agency.

According to Mr. Arnold's Aug. 26 announcement, the new small business section of the Antitrust Division, headed by Guy Holcomb, not only will conduct antitrust investigations but also will assist small business enterprises in their relations with the Federal Government.

Conference Proposed

Senator Murray suggested last Wednesday, responding to Mr. Arnold's announcement, that the Justice Department "uncover and expose for Governmental action" the problems which he said have been resulting in the "gradual strangulation of small business". He also pledged that the special Senate committee would "cooperate with you in all your endeavors", and suggested a conference with Mr. Arnold upon his return to Washington from Butte, Mont.

"I am greatly interested in your action in establishing a small business section of the Antitrust Division," Senator Murray declared in a wire to Mr. Arnold, released last Wednesday. "Your leadership in this movement to overcome the mounting difficulties confronting the small businessmen of the nation will be invaluable. A section of the Department of Justice staffed by eminent economists and experts on small business problems will effectively uncover and expose for Governmental action the problems which have been resulting in the gradual strangulation of small business.

With an initial organizational allotment of $10,000, the Special Senate Committee to Study & Survey the Problems of American Small Business Enterprises was formed early in the present session of Congress. Little of the $10,000 fund is left, and the committee is understood to be seeking a large appropriation, rumored to be as much as a million dollars, to carry on an intensive inquiry into the plight of small business. It is understood hearings will be conducted on a wholesale scale, with advertising and merchandising practices one of the prime consideration.

Members of the committee include Senators Murray, Chairman, Stewart (D-Tenn.), Ellender ((D-La.), Mead (D-N.Y.), Maloney, (D-Conn.), Capper (R-Kan.), and Taft (R-O.).

Drawn for BROADCASTING by Sid Hix

"All Right, So It's Go-Cart! Can I Help It if There's a Gasoline Shortage!"

FCC Busy Planning Newspaper Inquiry, Seeking Completion Within Six Weeks

WITH ITS special staff working feverishly to line up as many witnesses as possible, the FCC hopes to run its newspaper-divorcement inquiry through to conclusion when hearings are resumed Sept. 17 in Washington. While no accurate estimate could be made, it was stated in official quarters that the proceedings might run a month or six weeks, with time out for regular Commission meetings and for the multiple ownership-overlapping service arguments now to begin Oct. 6.

It is expected the FCC staff first will cover individual newspaper station ownership situations, rather than group ownership interests. As evidenced when the hearings recessed Aug. 1 until Sept. 17, emphasis will be placed upon press association activity in the radio field and purported efforts by newspaper-press associations to forestall development of radio news gathering organizations. This phase of the inquiry, however, probably will not be reopened until ten days or two weeks after resumption of the second phase of the hearings.

Tentative Plans

Last week the Commission's special staff, headed by Senior Assistant General Counsel Thomas E. Harris, tentatively lined up the docket for the reopened hearings, but no final schedule was drawn. It is expected, however, that such interests as the *Kansas City Star*, which owns WDAF, and the *Des Moines Register-Tribune*, operating KSO and KRNT in Des Moines, WMT in Cedar Rapids and, through a subsidiary, WNAX in Yankton, will be covered during the first days.

Particular attention, it is understood, has been given to the far-flung Hearst empire. Hearst Radio Inc.—operating WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee, and KYA, San Francisco—is expected to be covered during the earlier days. There appears no intention, however, of tying operations of Hearst-owned press association, International News Service, into the station ownership phase.

The FCC investigating staff is still in the field examining station correspondence and files, to ferret out data for the inquiry. This work is being carried on under the direction of David D. Lloyd, chief of the inquiry section of the FCC's law department. Mr. Lloyd, along with Mr. Harris, conducted all of the Commission's examination of witnesses during the five days of hearing in latter July and Aug. 1.

Meanwhile, there has been no refutation of the published report [BROADCASTING, Aug. 25] that the Commission has altered its course in the newspaper-divorcement proceedings and that its objective will be legislative recommendations to Congress, rather than any effort to invoke regulations under the existing law.

Official Reaction

This change in stance, it had been reported, grew out of reactions from high Administration sources and Congress that the Commission should not attempt to enforce regulations calculated to deprive newspapers of station ownership until appropriate committees in Congress have examined the whole matter in formal legislative proceedings.

The Newspaper-Radio Committee, formed shortly after the FCC ordered the inquiry last Marc... has no immediate plans, it is r... ported, for presentation of affirma... tive testimony at the hearings.

A working staff in New Yo... is preparing data refuting exhibi... offered by the FCC witnesses a... newspaper ownership and revenu... factors. Thomas D. Thacher, fo... mer Solicitor General and chi... counsel for the Newspaper-Radi... Committee, Sydney M. Kaye an... A. M. Herman, associate counse... are supervising preparation of th... case, along with Harold V. Houg... Fort Worth broadcaster, chairma... of the committee.

Miles to Extend

MILES LABS., Elkhart, In... (Alka-Seltzer), which currentl... sponsors *Lum & Abner* four time... weekly on 7 NBC-Red Pacif... Coast stations, on Sept. 29 i... planning to place the quarter-hou... series on an NBC-Blue coast-t... coast network. To be heard Mo... day, Tuesday, Thursday and Fr... day, the program is tentatively s... for 6:30-6:45 p.m. (EST), an... 10:30-10:45 p.m. (CST and PST)... Agency is Wade Adv. Agency, Chi... cago.

Kostka Resigns

WILLIAM KOSTKA, manager o... the pres department of NBC, ha... resigned effective Sept. 26 to jo... the Institute of Public Relations... No successor has been named... Kostka joined the NBC press de... partment in September 1938, be... coming manager in August 1939.

Poynter With Donovan

NELSON POYNTER, publisher o... the *St. Petersburg Times* an... owner of WTSP, who recently re... signed as press director of th... Office of the Coordinator of Inte... American Affairs (Rockefell... Committee), has joined Col. Wi... liam J. Donovan, recently ap... pointed by President Roosevelt t... Coordinator of Information. He i... serving at Washington head... quarters, handling press and radi... matters.

WABC Doubles

SINCE Sept. 1, 1940, WABC, Ne... York, has doubled the number o... its sponsors, and this fall is start... ing the best advertising season i... its history, according to Arthu... Hull Hayes, WABC manager. At... this time last year, WABC serve... seven clients, with nine more sign... and ready to broadcast, making a... total of 16, while this Septembe... the station has 23 advertisers no... on the air and nine about to star... for a total of 32.

A Senator Reports

SPEAKING each Friday night either from Washington or from his home near Havre de Grace, Md., Senator Millard Tydings of Maryland last week began a series of reports to his constituency over WBAL, Baltimore. Special lines and remote equipment are installed for each broadcast.

Alike?

Equal in size, equal in power, but one is faster, hits more often, scores more kayo's

IT TAKES MORE THAN POWER TO PUT A "PUNCH" IN RADIO ADVERTISING

Like speed adds effectiveness to a boxer's power, WSM shows add results to your advertising campaign. 50,000 watts, a clear channel on 650 kilocycles puts your message within "their" reach . . . a talent staff that has produced shows like the nationally famous "Grand Ole Opry," "Magnolia Blossoms" and "Sunday Down South," makes "them" listen and a market growing bigger, and richer every day produces the dimes, quarters, or hundred dollar bills for what ever you're selling. Proof? Just ask us for a few stories about clients who have found WSM a real heavyweight in their Sales dimension. And compare WSM with any station, anywhere.

WSM — Air Castle of the South — 50,000 Watts — Clear Channel

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN.

WSM is in the heart of the South where 42% of the nation's lumber; 48% of the coal; 60% of the natural gas; 67% of the crude oil, and 70% of the nation's rayon is produced.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.